
Oklahoma City Community
College

Arts Education Center - Community Needs
Assessment

December 2006

evolve
RESEARCH STRATEGISTS

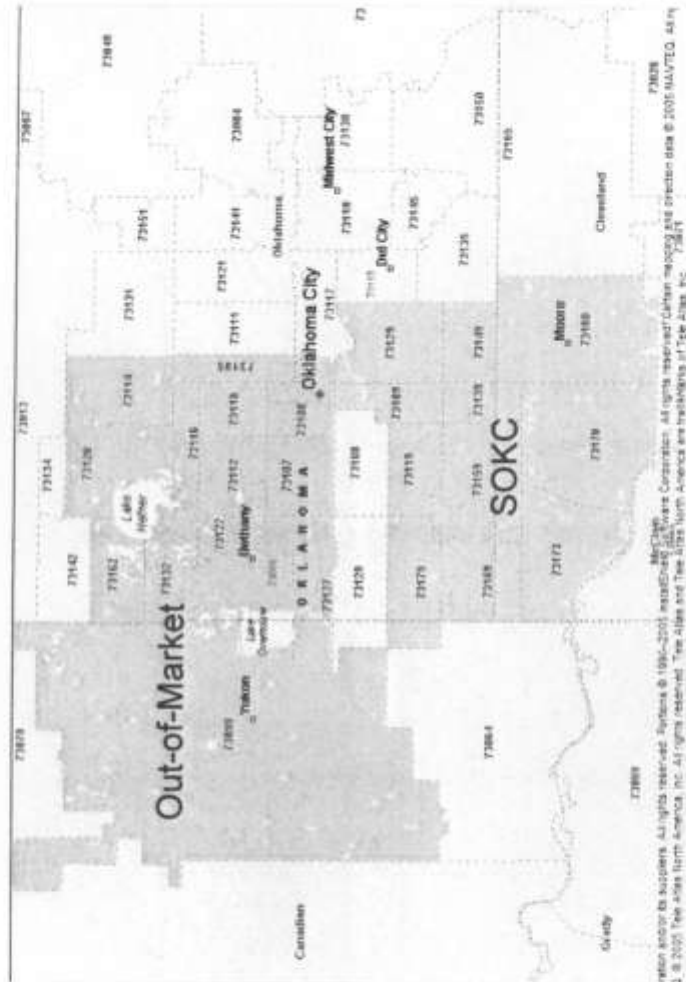
Methodology

- **The research effort consisted of:**
 - Community leader focus groups
 - SOKC/Moore community representatives
 - Arts organization representatives
 - Arts teachers
 - SOKC telephone survey (n=300)
 - Margin of error = $\pm 5.66\%$
 - SOKC Hispanic oversample (n=100)
 - Margin of error = $\pm 9.80\%$
 - Out-of-market telephone survey (n=250)
 - Margin of error = $\pm 6.20\%$

Methodology

- The focus groups were conducted on October 26th, 2006 at OCCC.
- The telephone surveys were conducted between the dates of November 10th and November 19th, 2006.

Survey Area



Overview

Executive Summary

Demographics

Arts And The Community

Arts Event Attendance

Events and SOKC

Arts Education Center Specifics

Conclusion & Recommendations

Executive Summary

- Respondents feel that the arts play a crucial role in a community's quality of life.
 - At least one-half of all audiences state that it is *very* important.
- Most respondents attend at least one arts event per year.
 - Hispanics are less likely to attend arts events.
 - 37% report that they do not attend any arts events.
 - Art galleries and museums are popular events, as is the Festival of the Arts in Downtown OKC.

Executive Summary

- Attendance of any type of performance in the SOKC area in the last two years is low compared to Downtown OKC.
- In general, attendance of a performance at any college (including OCCCC) in the last two years is low.
- The most commonly cited barrier to event attendance is a lack of time.
 - However, cost, awareness and location (specifically among the SOKC populace) is also noted.

Executive Summary

- SOKC is not seen as a prime arts events location.
- However, if more arts events were offered in the SOKC area, then likelihood to attend is *strong*.
 - *Respondents vary in the types of arts events they would like to see offered, although concerts was the most popular answer.*

Executive Summary

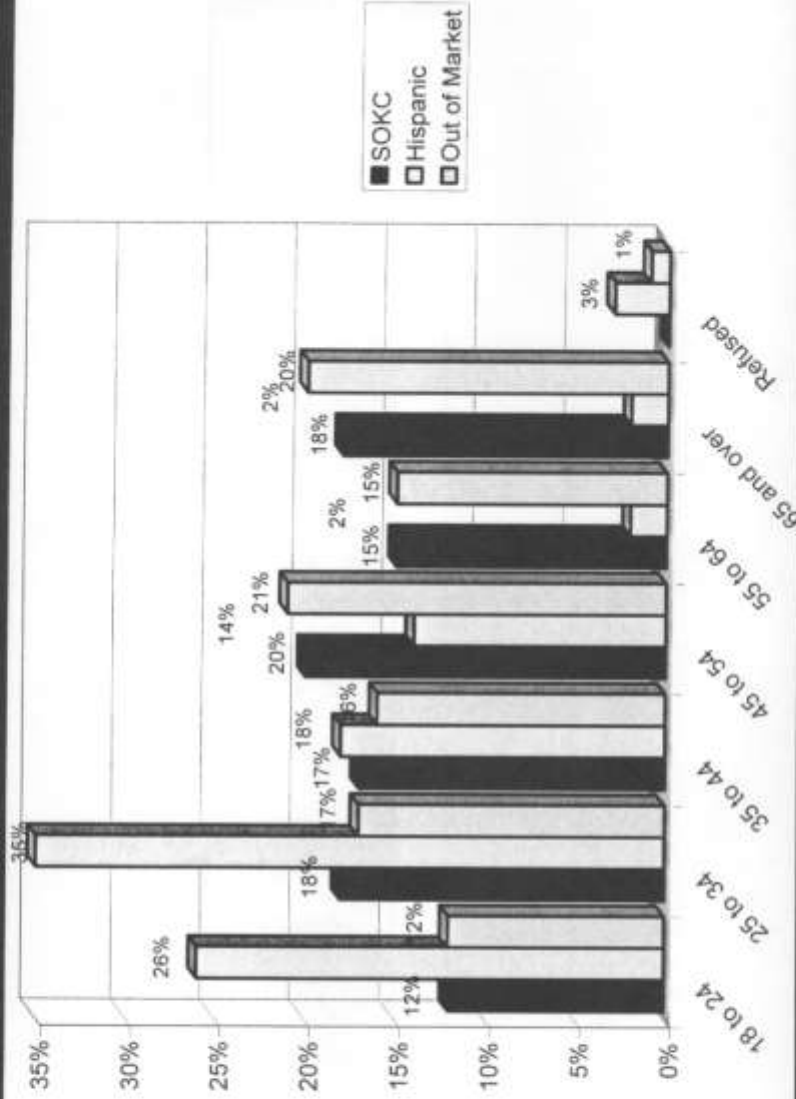
- The need for a 1,000 seat theater in SOKC is **convincing**:
 - Just under one-half of SOKC and Hispanic audiences gave top two box scores (a rating of 6 or 7 on a 7-point scale) to the need for a theater.
 - Over 50% of all audiences (including Out-of-Market) indicate that they would attend an event at OCCC.
- The most popular choices for arts events were:
 - Concerts
 - Traveling theater groups or plays
 - Off-Broadway musicals

Demographics

SOKC, Hispanic and Out of
Market Audiences

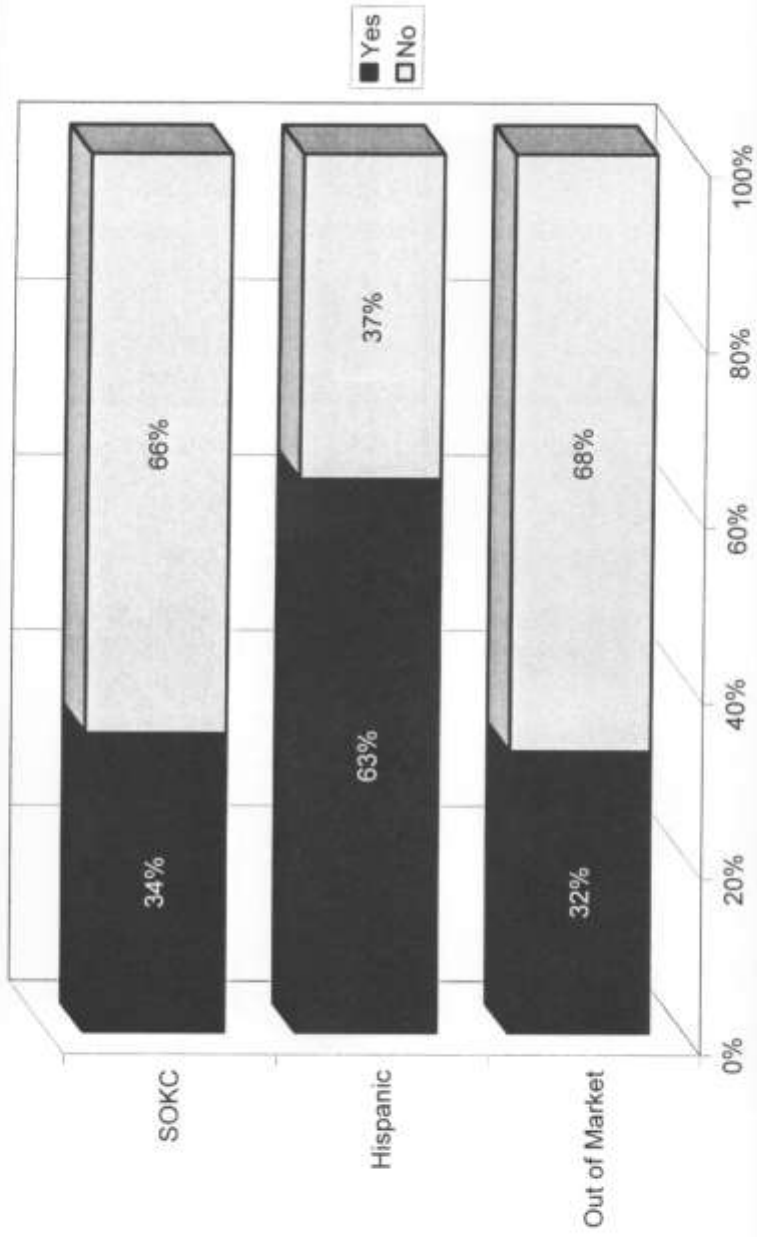
Age

Q17. Please stop me when I reach the category that includes your age:



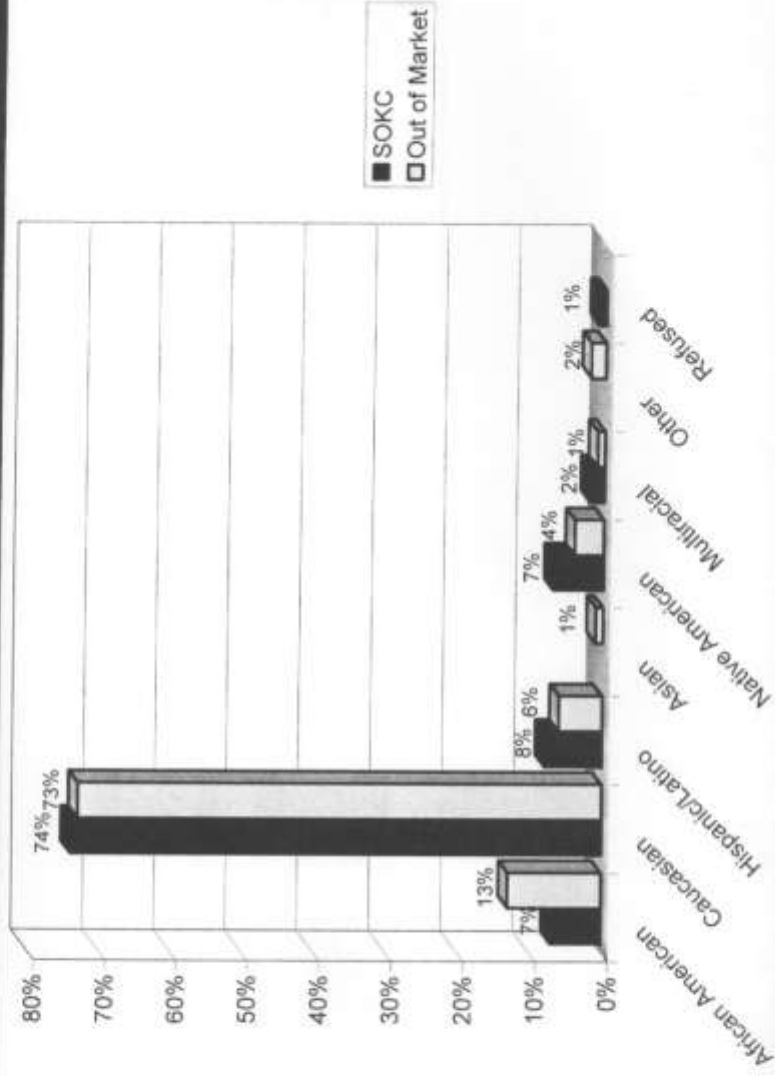
Children

Q18. Do you currently have children under the age of 18 living in your household?



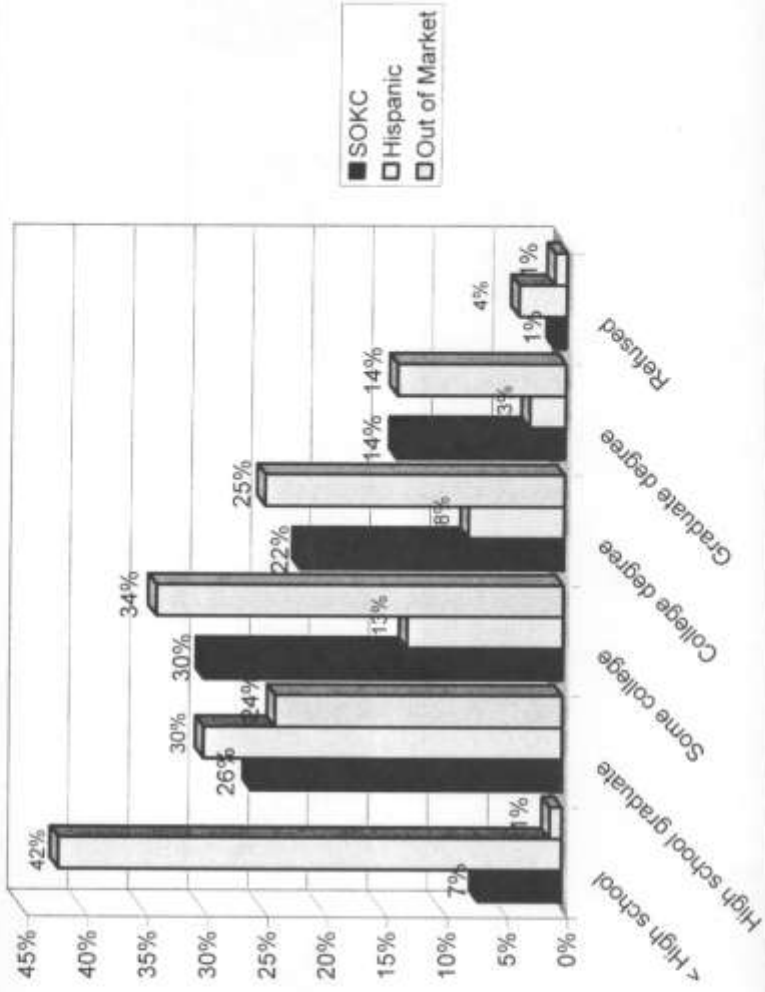
Race

Q19. What is your race or ethnicity?



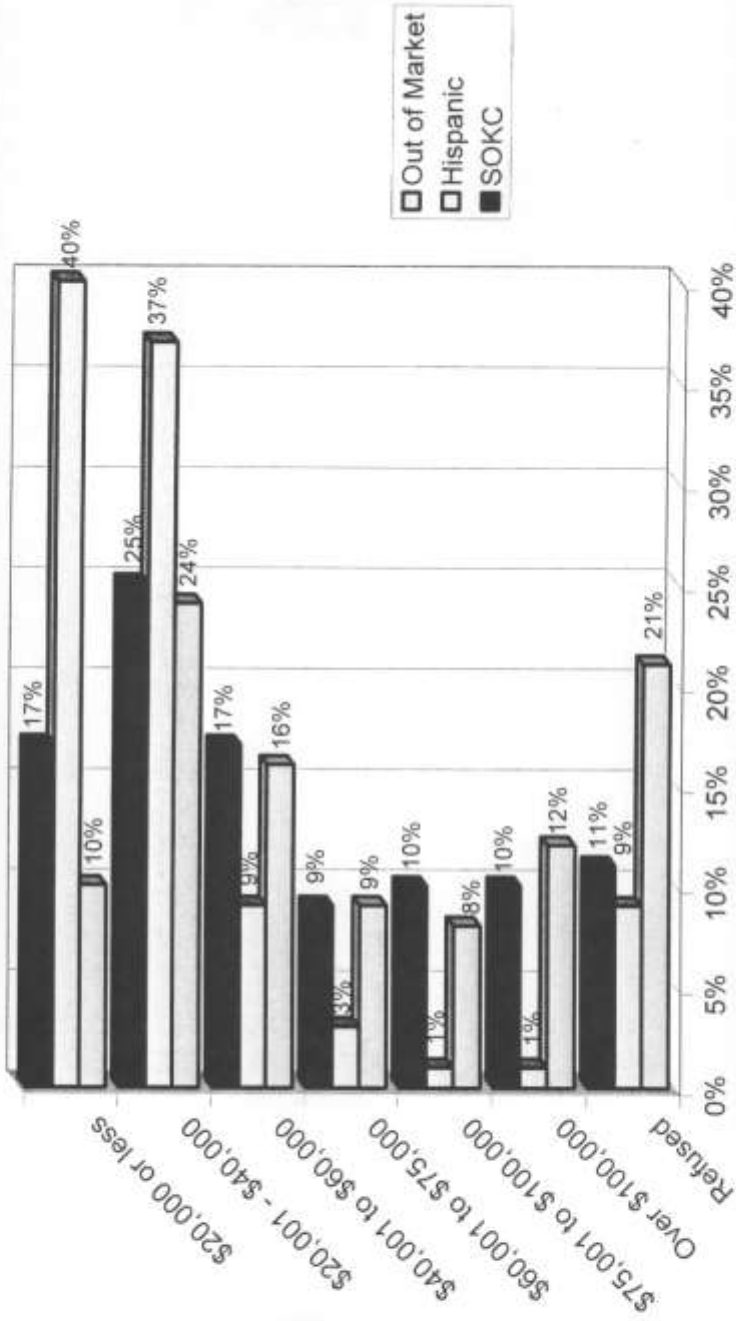
Education

Q20. Please stop me when I reach the highest level of education you have completed.



Household Income

Q21. Please stop me when I reach the range that includes your annual household income before taxes.

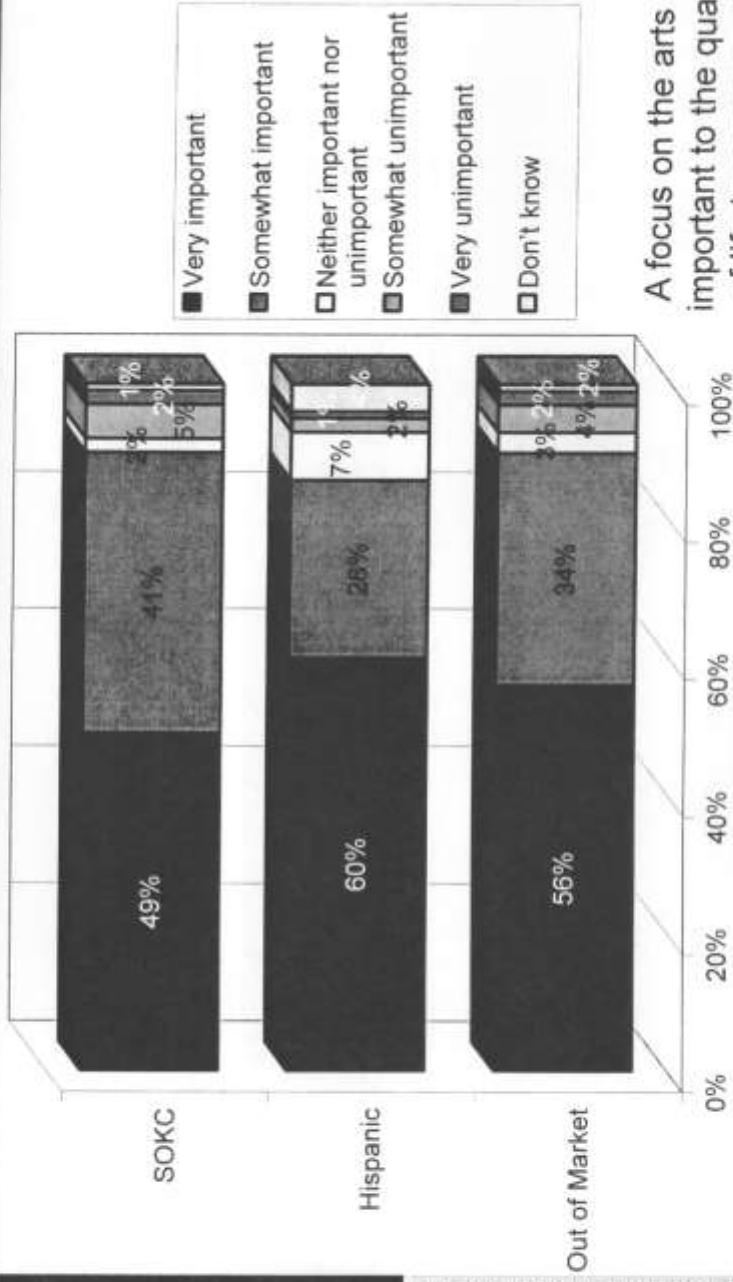


Arts And The Community

The Importance And Satisfaction
With The Arts

Importance of Arts

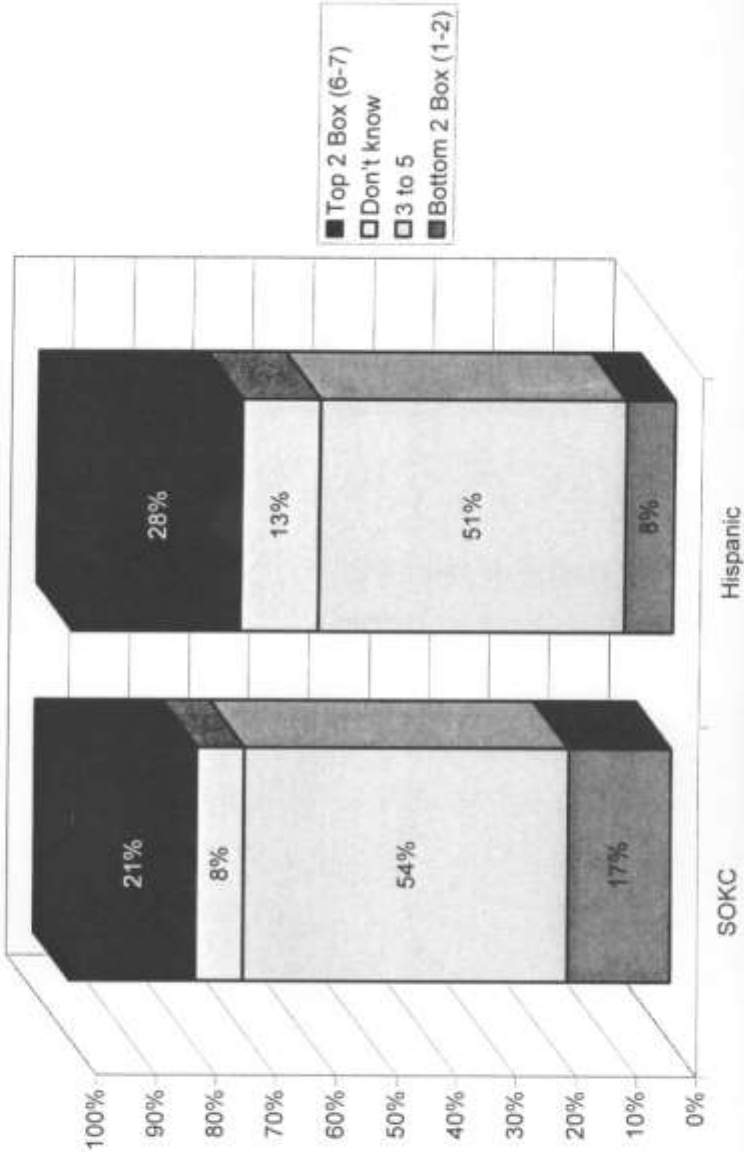
Q2. In your opinion, how important is a focus on the arts to the quality of life in a community?



A focus on the arts IS important to the quality of life in a community

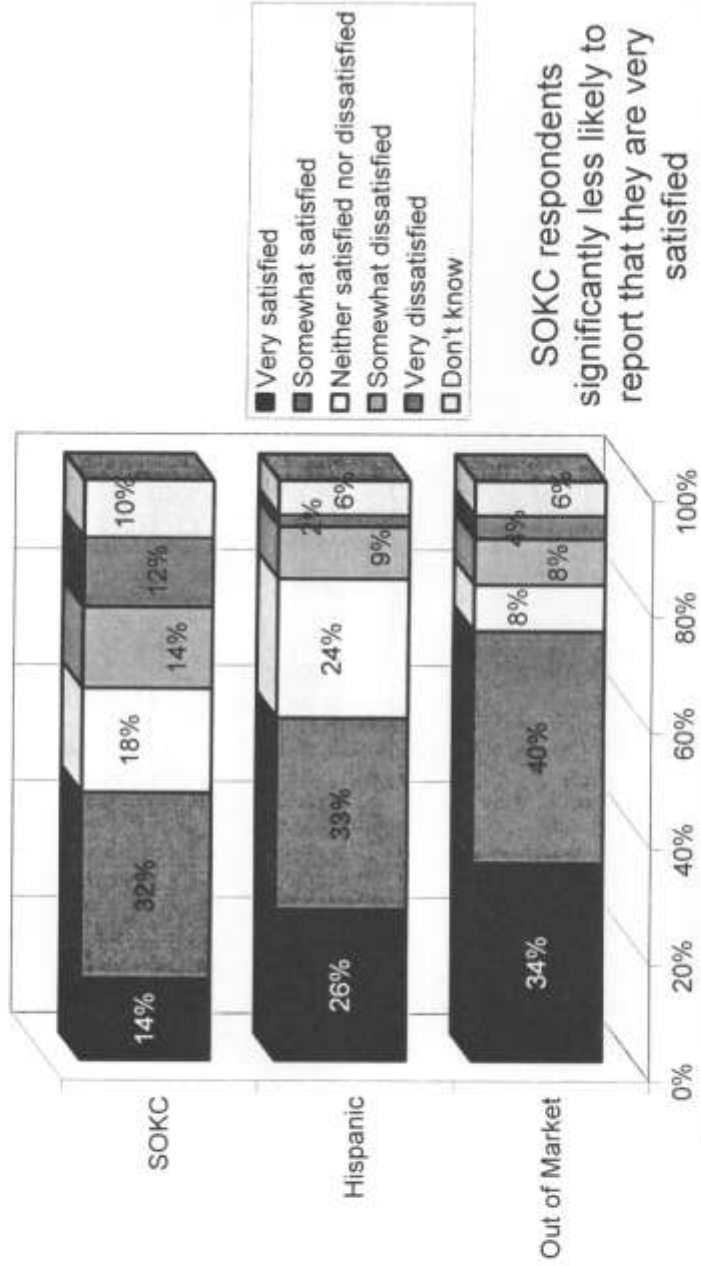
SOKC's Emphasis On Arts

Q3. Please rate South Oklahoma City's emphasis on the arts on a scale of 1 to 7



Satisfaction With Arts

Q4. How satisfied are you with the amount of music, theater, dance and visual art events or performances that are offered in the South Oklahoma City/in your community (Out Of Market) area?



SOKC respondents significantly less likely to report that they are very satisfied

Arts And The Community

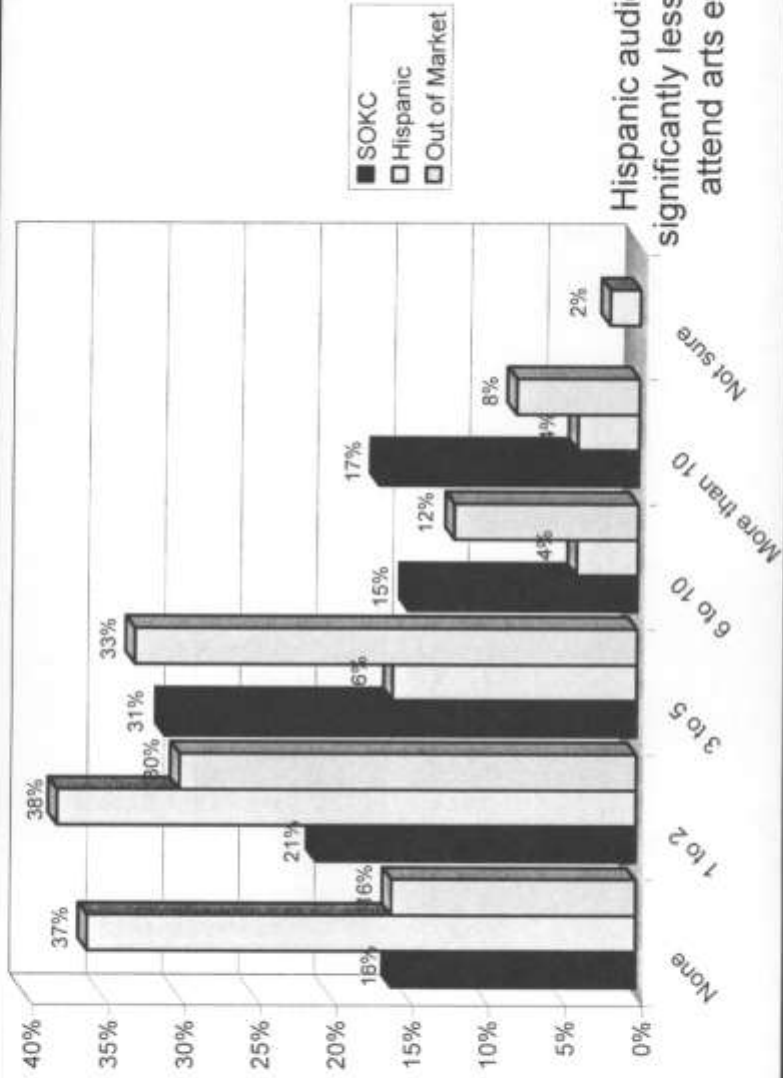
- A focus on the arts **is important** to the quality of life in a community.
 - Over 85% of respondents in all three audiences say it is important.
 - One-half of the respondents in all three audiences say it is very important.
- SOKC is not currently seen to have an overwhelming emphasis on the arts.
- Less than one-half of SOKC residents are satisfied with the amount of arts related events in the SOKC area.

Current Arts Event Attendance

Frequency, Places Visited and
Barriers to Attendance

Arts Events Attendance

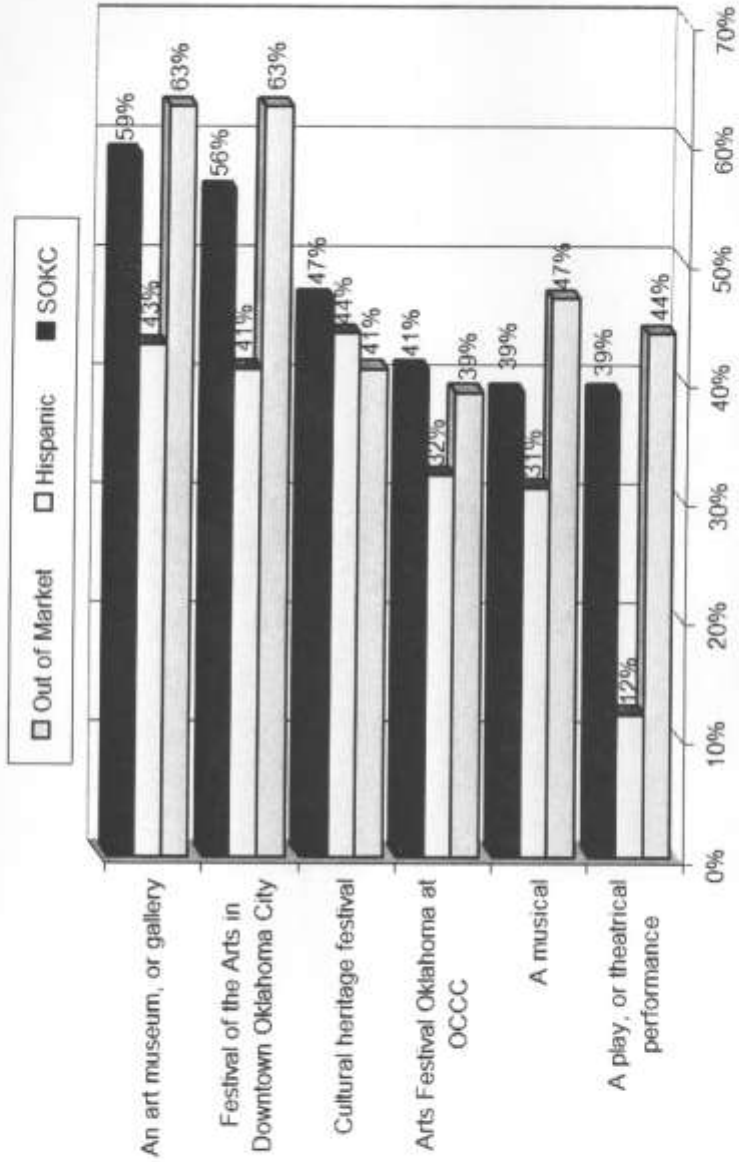
Q6. On average, how many concerts, performances, or cultural or arts events do you attend per year?



Hispanic audience is significantly less likely to attend arts events.

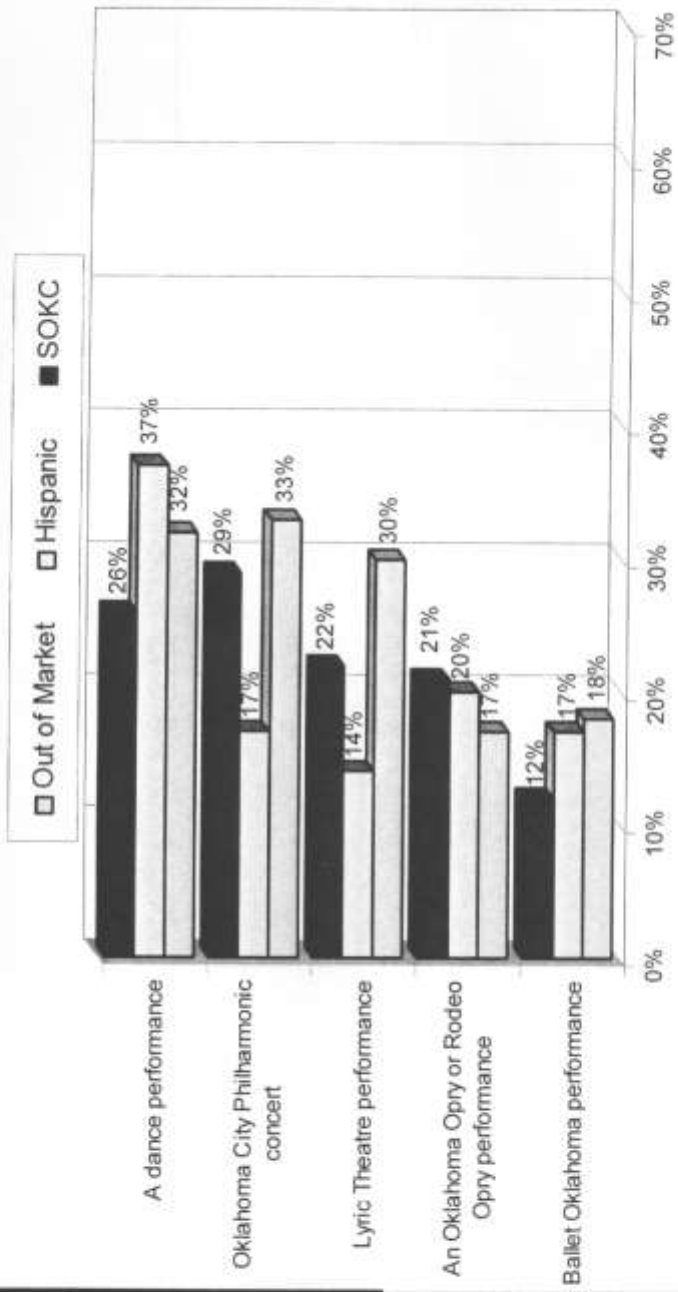
Arts Attendance – Top 6

Q8. Please tell me if you have attended, or visited each of the following within the past two years.



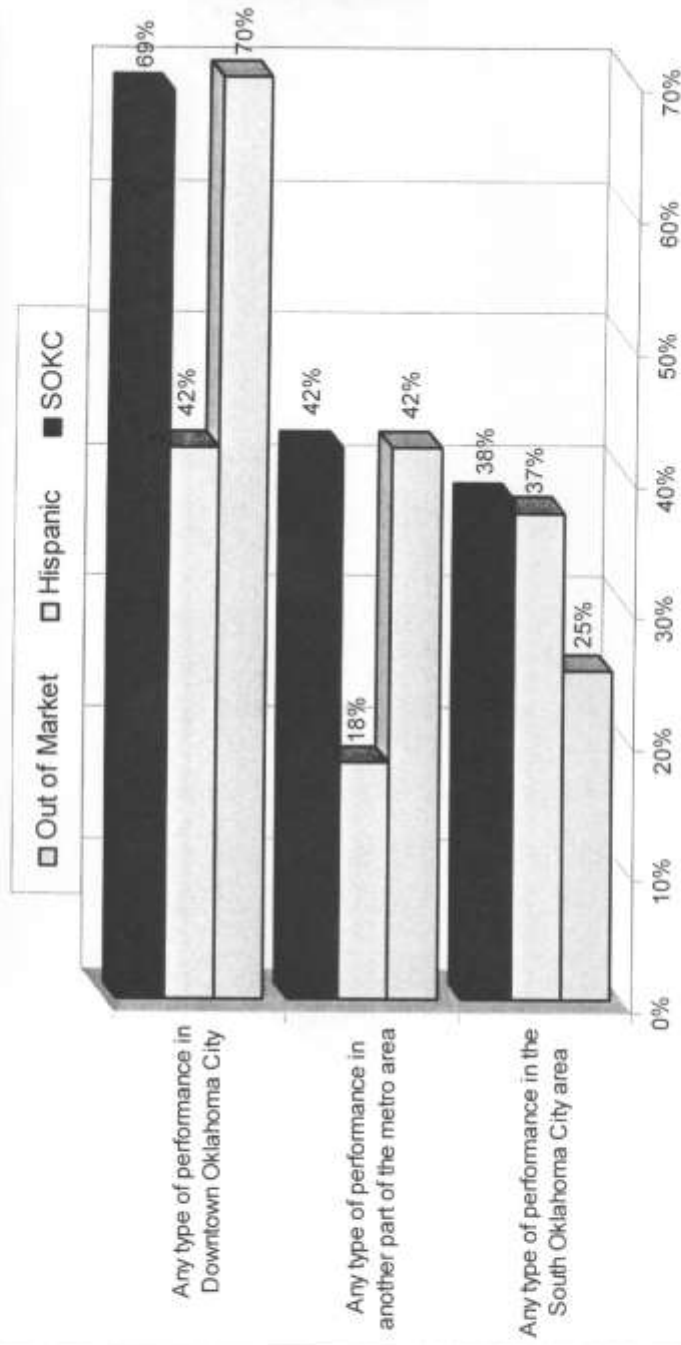
Arts Attendance – Bottom 5

Q8. Please tell me if you have attended, or visited each of the following within the past two years.



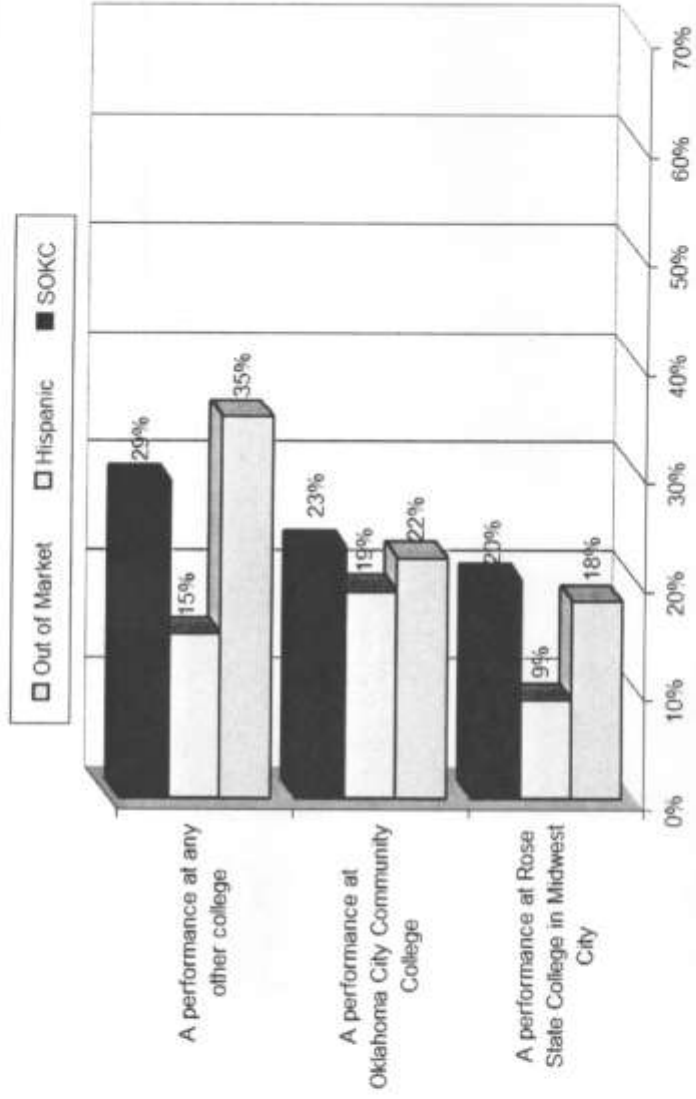
Performance - Metro

Q9. Now please tell me if you have attended a performance in each of the following locations within the past two years.



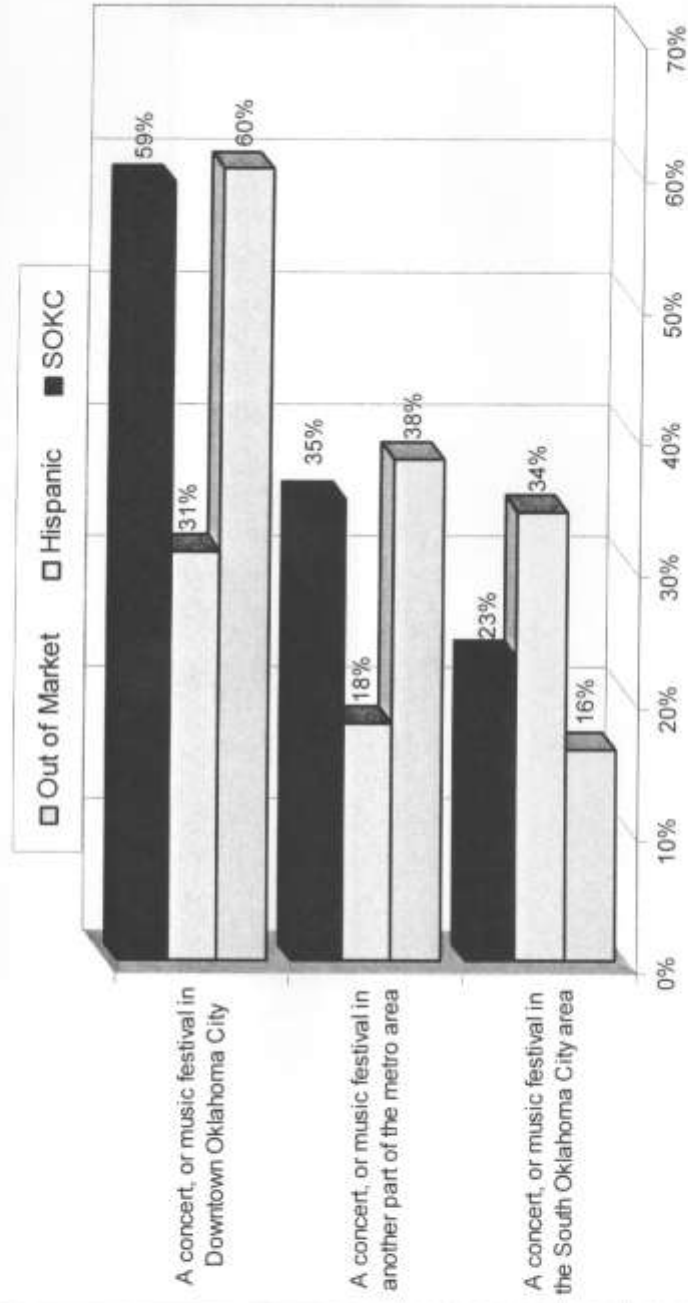
Performance - College

Q9. Now please tell me if you have attended a performance in each of the following locations within the past two years.



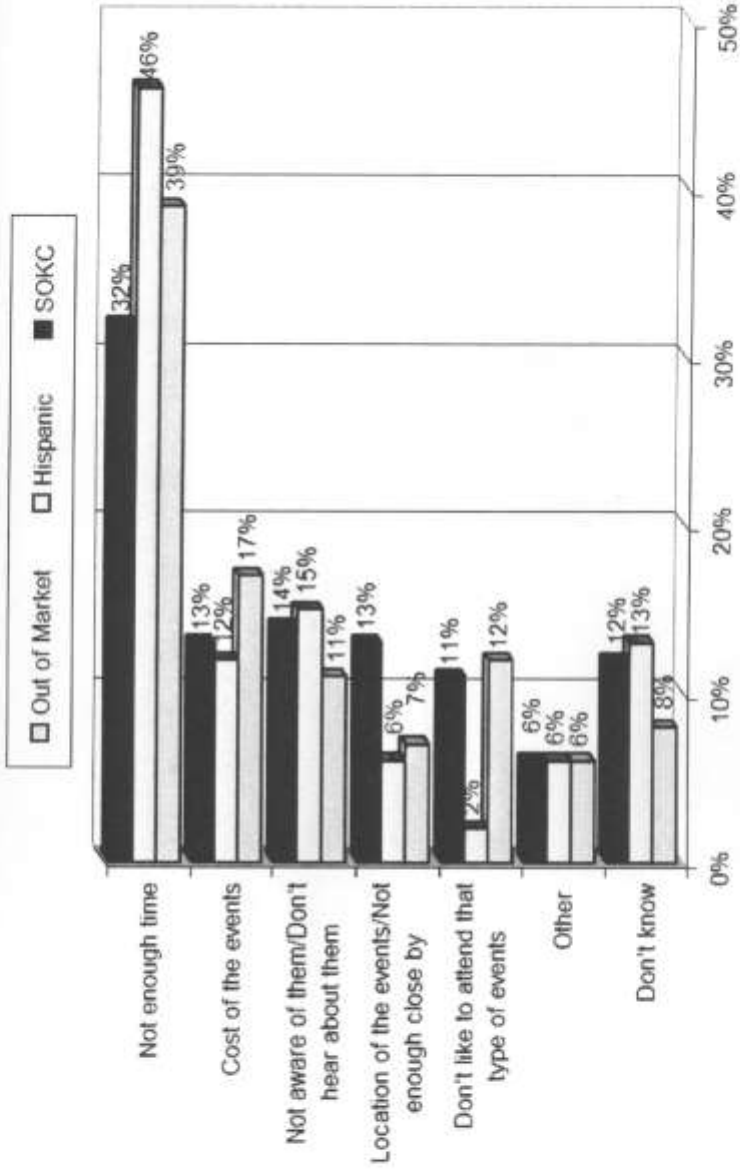
Concert Attendance - Metro

Q9. Now please tell me if you have attended a performance in each of the following locations within the past two years.



Barriers to Attendance

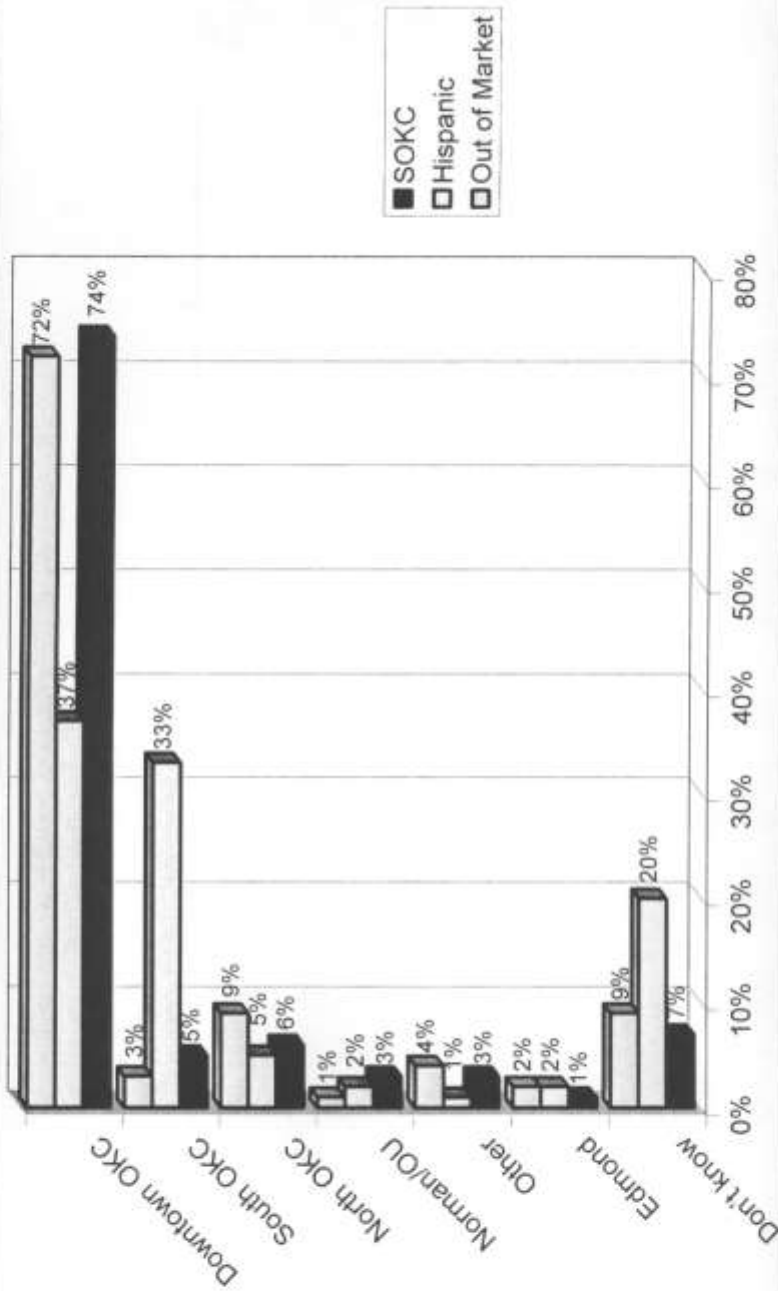
Q10. What is the primary barrier keeping you from attending more arts related events, like concerts performances or festivals?



Events and South Oklahoma City

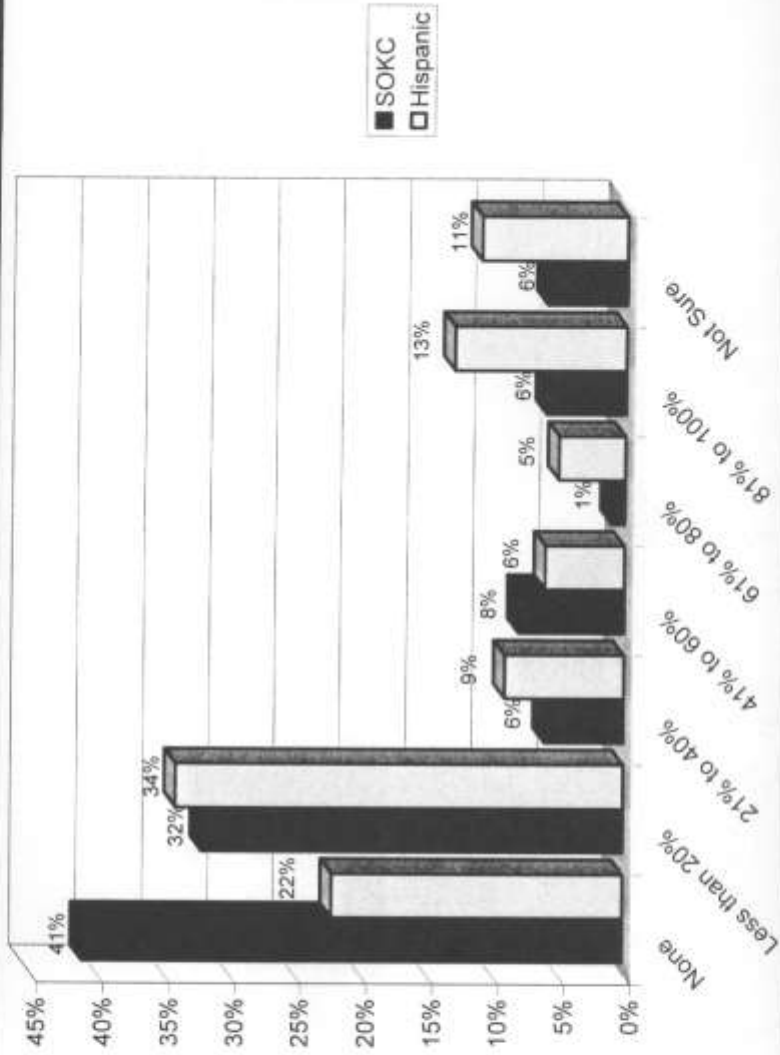
Location of Events

Q1. When you think of arts events in the Greater Oklahoma City area, which region of the metro area comes to mind first?



Event Attendance in SOKC

Q7. What percentage of those events would you estimate are in the South Oklahoma City area?

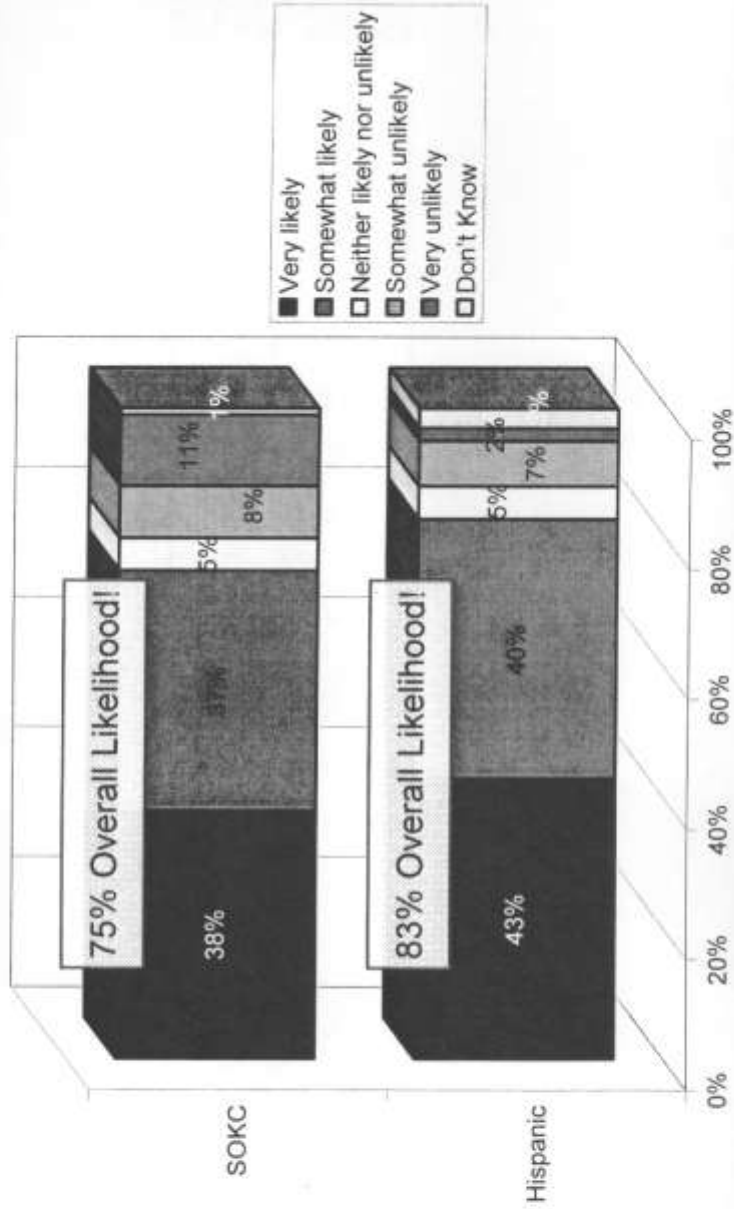


Location of Events

- Downtown OKC comes to mind first as the main metro area for arts events among three-fourths of the SOKC and Out-of-Market respondents.
 - Only 5% of the SOKC sample and 3% of the Out-of-Market sample report that SOKC comes to mind first.
- Of those SOKC respondents who attend events, three-fourths state that less than 20% of those events are in SOKC.
- However...

Likelihood to Increase Attendance

Q5. If more arts related events were offered in the South Oklahoma City area, how likely would you be to increase your attendance of area events?

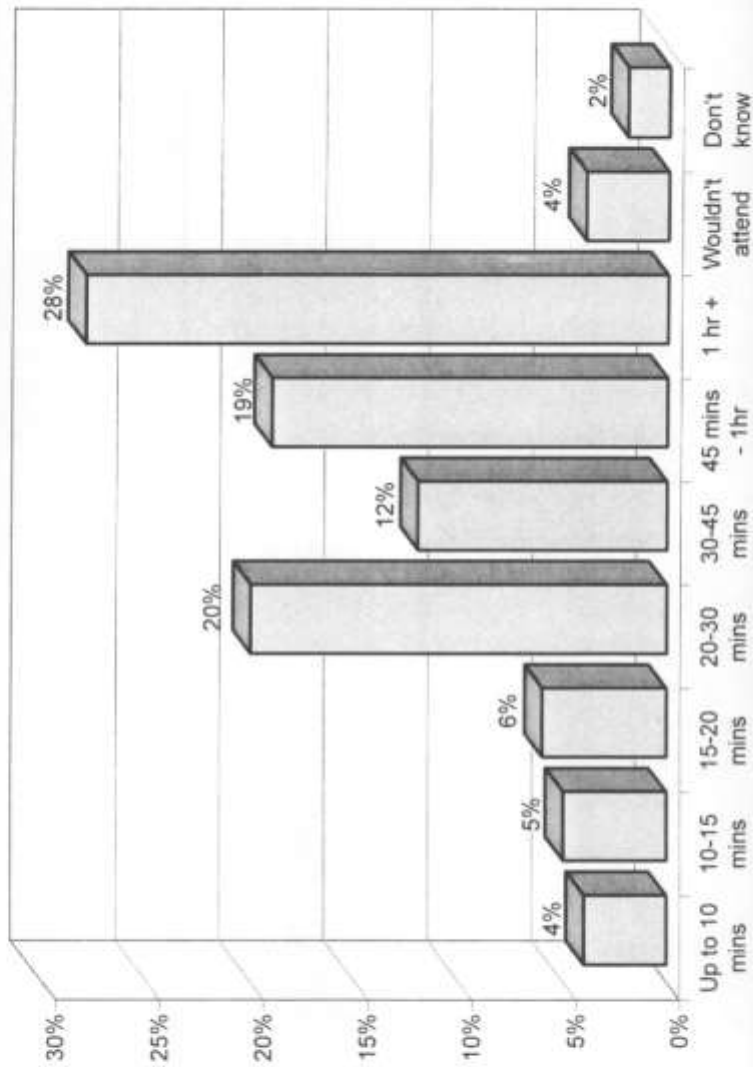


Likelihood to Increase Attendance

- Three-fourths of the SOKC and over four-fifths of the Hispanic sample indicate that they are *likely to increase their attendance of arts events in SOKC* if more were offered in the area.
 - *Over one-third of both samples indicate that they are very likely to increase their attendance.*

Distance Willing To Travel

Q4. How long would you be willing to travel in order to attend a concert, performance, or cultural or art event that you were interested in? (Out of Market Sample only)

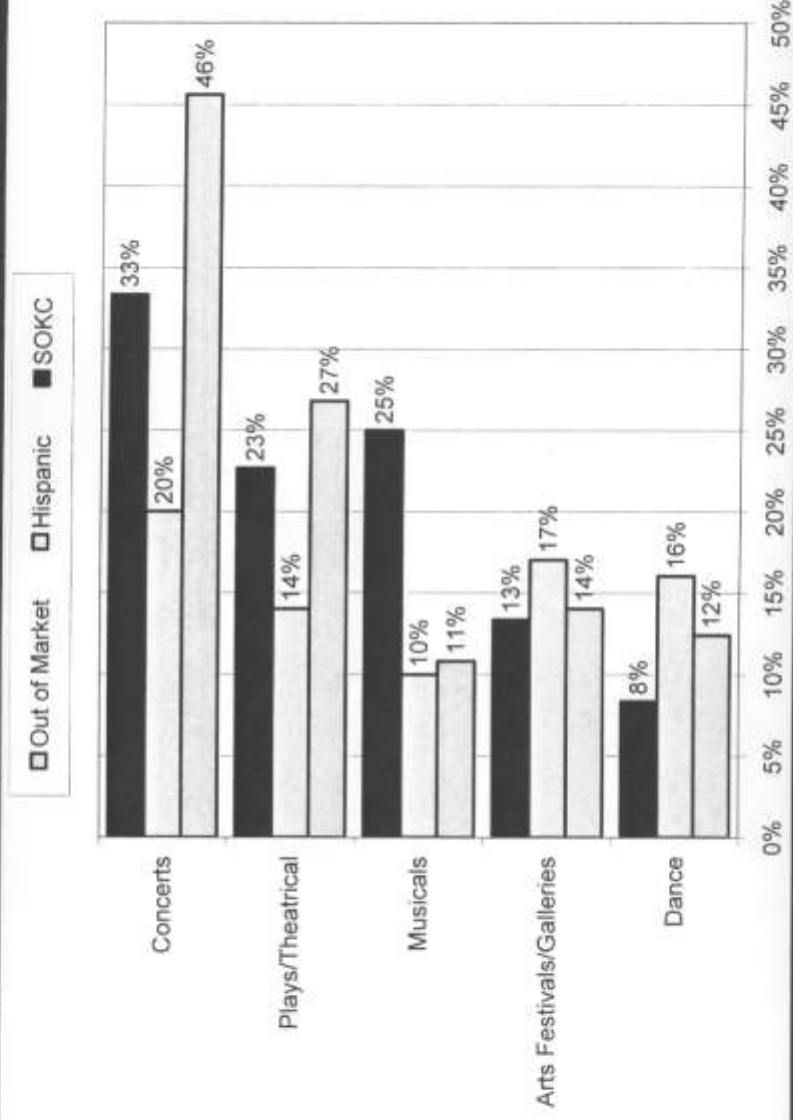


Distance Willing to Travel

- The draw of the Arts Education Center in the Out-of-Market area is potentially strong.
 - People are willing to travel for a significant amount of time to see an arts performance in which **they are interested**.
 - Over one-fourth of the Out-of-Market sample would travel for up to an **hour or more**.
 - Over one-half (59%) of the sample would travel for **thirty minutes or more**.

Types Of Events for SOKC

Q15. Please list any and all types of events, shows or performances, that you would like to be interested in attending/see offered in the South Oklahoma City area

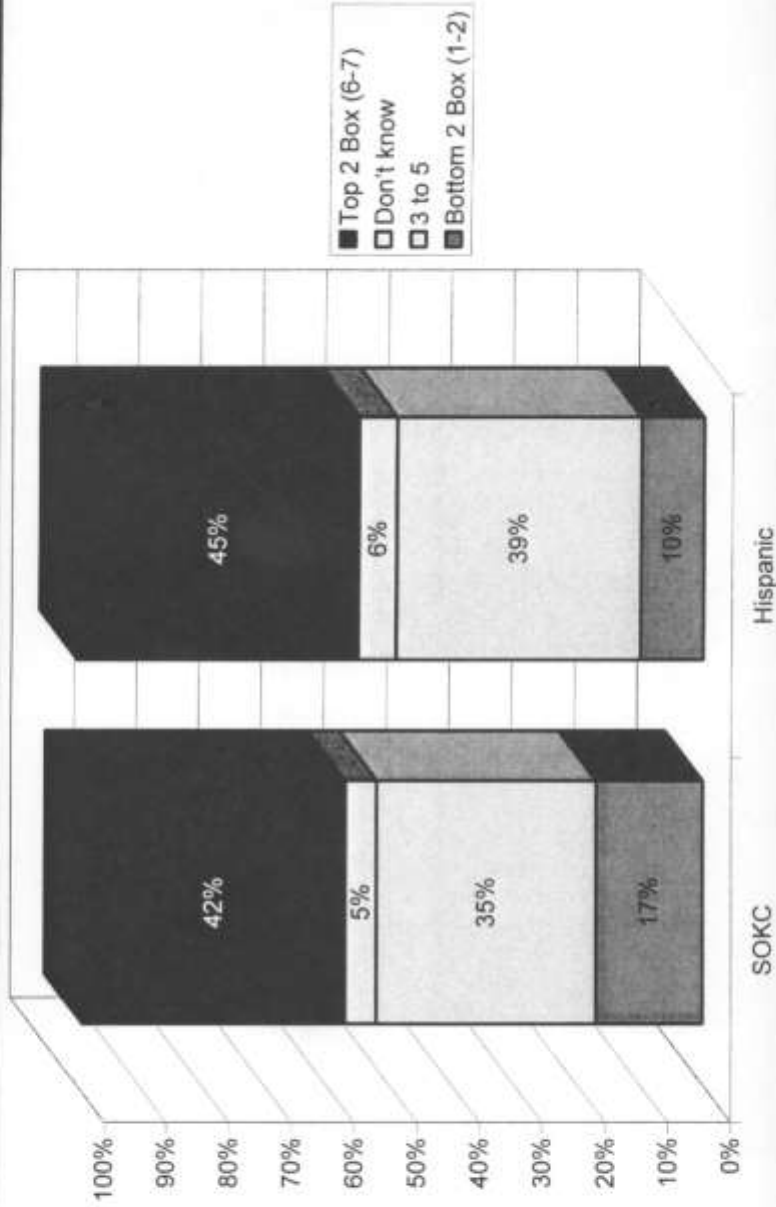


Arts Education Center Specifics

The Need, The Attendance, The
Perception of OCCC

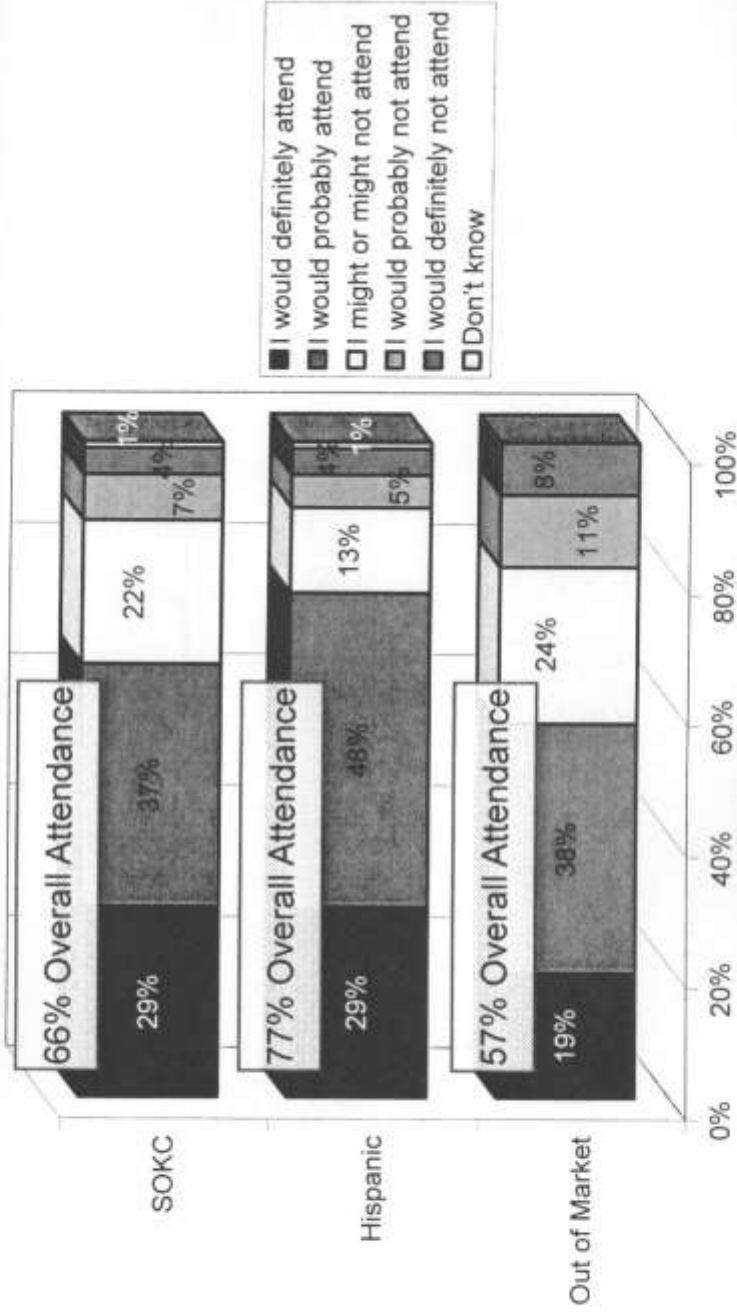
Need for Arts Theater

Q11. Please rate the need for a new 1,000 seat performing arts theater in South Oklahoma City.



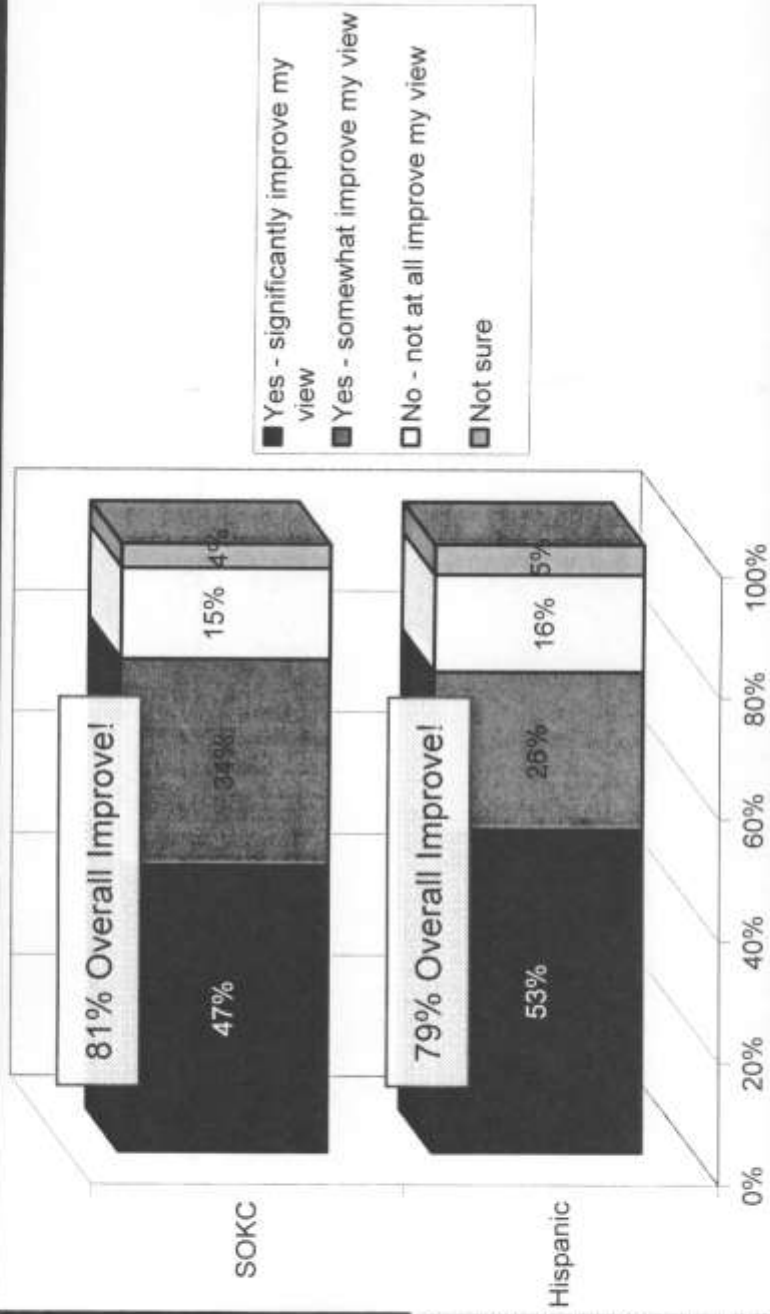
OCCC Events Attendance

Q12. Which of the following best describes your thoughts on attending an event at a new theater at Oklahoma City Community College if it were hosting a performance that you were interested in?



Perception of OCCC

Q14. Suppose that Oklahoma City Community College were constructing a new 75,000 square foot Arts Education Center that would house state of the art classrooms, and a 1,000 seat theater. OCCC's emphasis on the arts?



Interest In Events At OCCC

Q16. Please tell me how likely you would be to attend each of the following events or performances if it was offered in a new theater at Oklahoma City Community College:

	SOKC	Hispanic	Out of Market
1. Concert of interest to you	5.7	5.5	5.2
2. Traveling theater group, or play	4.4	5	3.8
3. Off-Broadway musical	4.5	4.6	4
4. Children's musical or theater performance	4.3	5.4	3.4
5. Branson, Missouri traveling show	4.2	4.9	3.3
6. Dance performance	4	4.9	3.5
7. Arts related workshop or class	3.8	5.3	3.2
8. Independent film	3.8	4.9	3.6
9. Oklahoma Opry or Rodeo Opry performance	3.5	4.4	2.9

OCCC

- Just under one-half of the SOKC and Hispanic respondents **strongly** feel that there is a need for a 1,000 seat theater in SOKC.
- Two-thirds of SOKC respondents and 77% of Hispanic respondents indicate that they **would attend an event at OCCC** if a theater was built.
 - Over one-half (57%) of the Out-of-Market audience would attend an event at OCCC.
- The interest in attending concerts is high.

Conclusions And Recommendations

Community Leaders

- Proud to have the Arts Education Center in South Oklahoma City
- Convenient location
 - Highway access
 - People sometimes avoid downtown
- Consider attracting a major tenant that can help establish identity for the theater

Community Leaders

- Focus on marketing efforts for the theater and its performances
- Attract national traveling acts
- Consider hosting an independent film series
- Partner with local businesses and area schools
- Can some of the theater/center space be adjustable?
 - Accommodate different sizes and types of events

Conclusions

- Arts are seen as being important to the quality of life in a community.
- SOKC is not *currently* viewed as a location for arts events.
- However, if there were more events in the SOKC area, **the likelihood to attend these events is high.**
- The need for a performing arts theater in SOKC is significant and its location on the OCCC campus would yield good attendance.
 - The potential draw of out-of-market residents is substantial.

OKLAHOMA CITY
COMMUNITY COLLEGE

December 2006

Arts Education Center

- Community Needs Assessment



Oklahoma City Community College

CLIENT: OCCC
SURVEY: Needs Assessment
AUDIENCE: SOKC Community
N= 300 SOKC Community; 100 Hispanic oversample

INTRODUCTION: Hi my name is _____, and I am calling on behalf of Evolve Research, a local market research firm. We are gathering opinions about your community and would love to have your feedback. It will take about 10 minutes to complete. Would you like to participate? Are you at least 18 years of age?

1. Tonight we are going to be discussing the arts in a very broad sense of the term, encompassing everything from theater to dance to all kinds of concerts and musical performances to paintings, film and photography. When you think of arts events in the Greater Oklahoma City area, which region of the metro area comes to mind first? (DO NOT READ LIST. CLARIFY IF NECESSARY.)

	SOKC	
	Community	Hispanic
a) South Oklahoma City	5%	33%
b) Downtown Oklahoma City	74%	37%
c) North Oklahoma City	6%	5%
d) Norman/University of Oklahoma	3%	2%
e) Edmond	1%	2%
f) Other (specify _____)	3%	1%
g) Don't know	7%	20%

Oklahoma City Community College

2. In your opinion, how important is a focus on the arts to the quality of life in a community?

	SOKC	
	Community	Hispanic
a) Very important.....	49%	60%
b) Somewhat important.....	41%	26%
NET IMPORTANT	90%	86%
c) Neither important nor unimportant.....	2%	7%
d) Somewhat unimportant.....	5%	2%
e) Very unimportant.....	2%	1%
NET UNIMPORTANT	7%	3%
f) Don't know (DO NOT READ).....	1%	4%

3. Now concentrating on one region in particular, please rate South Oklahoma City's emphasis on the arts on a scale of 1 to 7, where 1 means not at all supportive of the arts and 7 means extremely supportive of the arts.

SCALE: 1 – 7, 1= Not at all supportive, 4=Neutral, 7= Extremely supportive

	SOKC	
	Community	Hispanic
a) Top 2 Box (6-7).....	21%	28%
b) 3-5.....	54%	51%
c) Bottom 2 Box (1-2).....	17%	8%
d) Don't know.....	8%	13%
Mean.....	4.2	4.9

Oklahoma City Community College

4. How satisfied are you with the amount of music, theater, dance and visual art events or performances that are offered in the South Oklahoma City area?

	SOKC	
	Community	Hispanic
a) Very satisfied	14%	26%
b) Somewhat satisfied	32%	33%
NET SATISFIED	46%	59%
c) Neither satisfied nor dissatisfied	18%	24%
d) Somewhat dissatisfied	14%	9%
e) Very dissatisfied	12%	2%
NET DISSATISFIED	26%	11%
f) Don't know (DO NOT READ)	10%	8%

5. If more arts related events were offered in the South Oklahoma City area, how likely would you be to increase your attendance of area events?

	SOKC	
	Community	Hispanic
a) Very likely	38%	43%
b) Somewhat likely	37%	40%
NET LIKELY	75%	83%
c) Neither likely nor unlikely	5%	5%
d) Somewhat unlikely	8%	7%
e) Very unlikely	11%	2%
NET UNLIKELY	19%	12%
f) Don't Know (DO NOT READ)	1%	3%

Oklahoma City Community College

6. On average, how many concerts, performances, or cultural or arts events do you attend per year? These events could be located anywhere. (If needed) Just give your best guess. (DO NOT READ. CLARIFY IF NECESSARY.)

	SOKC	
	Community	Hispanic
a) None [SKIP TO Q8].....	16%	36%
b) 1-2.....	21%	38%
c) 3-5.....	31%	16%
d) 6-10.....	15%	4%
e) More than 10.....	17%	4%
f) Not sure.....	*	2%

7. What percentage of those events would you estimate are in the South Oklahoma City area? (DO NOT READ LIST. CLARIFY BETWEEN TWO CLOSEST CATEGORIES IF NECESSARY.) (n=253 SOKC Community; n=64 Hispanic)

	SOKC	
	Community	Hispanic
a) 0%.....	41%	22%
b) Between 1% and 20%.....	32%	34%
c) Between 21% and 40%.....	6%	9%
d) Between 41% and 60%.....	8%	6%
e) Between 61% and 80%.....	1%	5%
f) Between 81% and 100%.....	6%	13%
g) Not Sure.....	6%	11%

Oklahoma City Community College

8. Please tell me if you have attended, or visited each of the following within the past two years. (YES/NO/NOT SURE)

	SOKC	
	Community	Hispanic
a) Arts Festival Oklahoma at Oklahoma City Community College.....	41%	32%
b) Festival of the Arts in Downtown Oklahoma City.....	56%	41%
c) Lyric Theatre performance.....	22%	14%
d) Ballet Oklahoma performance.....	12%	17%
e) Oklahoma City Philharmonic concert.....	29%	17%
f) An Oklahoma Opry or Rodeo Opry performance.....	21%	20%
g) An art museum, or gallery.....	59%	43%
h) A musical.....	39%	31%
i) A play, or theatrical performance.....	39%	12%
j) A dance performance.....	26%	37%
k) A festival celebrating cultural heritage, such as the Greek Festival, Red Earth Festival, or Mariachi Festival.....	47%	44%

9. Now please tell me if you have attended a performance in each of the following locations within the past two years. (YES/NO/NOT SURE)

	SOKC	
	Community	Hispanic
a) Any type of performance in the South Oklahoma City area.....	38%	37%
b) Any type of performance in Downtown Oklahoma City.....	69%	42%
c) Any type of performance in another part of the metro area.....	42%	18%
d) A performance at Oklahoma City Community College.....	23%	19%
e) A performance at Rose State College in Midwest City.....	20%	9%
f) A performance at any college or university besides Oklahoma City Community College or Rose State College.....	29%	15%
g) A concert, or music festival in the South Oklahoma City area.....	23%	34%
h) A concert, or music festival in Downtown Oklahoma City.....	59%	31%
i) A concert, or music festival in another part of the metro area.....	35%	18%

Oklahoma City Community College

10. What is the *primary* barrier keeping you from attending more arts related events, like concerts performances or festivals? (DO NOT READ LIST. CLARIFY IF NECESSARY.)

	SOKC	
	Community	Hispanic
a) Not enough time.....	32%	46%
b) Cost of the events.....	13%	12%
c) Not aware of them/Don't hear about them.....	14%	15%
d) Location of the events/Not enough close by.....	13%	6%
e) Don't like to attend that type of events.....	11%	2%
f) Other (Specify _____).....	6%	6%
g) Don't know.....	12%	13%

11. On a scale of 1 to 7, where 1 means that it is not at all needed and 7 means that it is very much needed, please rate the need for a new 1,000 seat performing arts theater in South Oklahoma City.

SCALE: 1 – 7. 1= Not at all needed, 4=Neutral, 7= Very much needed

	SOKC	
	Community	Hispanic
a) Top 2 Box (6-7).....	42%	45%
b) 3-5.....	35%	39%
c) Bottom 2 Box (1-2).....	17%	10%
d) Don't know.....	5%	6%
 Mean.....	 4.9	 5.2

Oklahoma City Community College

12. Which of the following best describes your thoughts on attending an event at a new theater at Oklahoma City Community College if it were hosting a performance that you were interested in?

	SOKC	
	Community	Hispanic
a) I would definitely attend.....	29%	29%
b) I would probably attend.....	37%	48%
NET WOULD ATTEND	66%	77%
c) I might or might not attend	22%	13%
d) I would probably not attend	7%	5%
e) I would definitely not attend.....	4%	4%
NET WOULD NOT ATTEND	11%	9%
f) Don't know (DO NOT READ).....	1%	1%

13. Still thinking about Oklahoma City Community College, please rate OCCC's emphasis on the arts on a scale of 1 to 7, where 1 means not at all supportive of the arts and 7 means extremely supportive of the arts.

SCALE: 1 – 7. 1= Not at all supportive, 4=Neutral, 7= Extremely supportive

	SOKC	
	Community	Hispanic
a) Top 2 Box (6-7)	35%	41%
b) 3-5	43%	38%
c) Bottom 2 Box (1-2)	8%	11%
d) Don't know.....	15%	10%
Mean.....	5.1	5.0

Oklahoma City Community College

14. Suppose that Oklahoma City Community College were constructing a new 75,000 square foot Arts Education Center that would house state of the art classrooms, and a 1,000 seat theater. Would that impact your view of OCCC's emphasis on the arts? (DO NOT READ LIST. IF YES, PROBE SOMEWHAT/SIGNIFICANTLY IMPROVE.)

	SOKC	
	Community	Hispanic
a) Yes - significantly improve my view	47%	53%
b) Yes - somewhat improve my view.....	34%	26%
c) No - not at all improve my view	15%	16%
d) Not sure.....	4%	5%

15. Please list any and all types of events, shows or performances that you would like to see offered in the South Oklahoma City area. These can be either general categories of events or specific events, just whatever comes to mind.

	SOKC	
	Community	Hispanic
a) Concerts	33%	20%
b) Musicals	25%	10%
c) Plays/Theatrical Performances	23%	14%
d) Art festivals/galleries.....	13%	17%
e) Dance performances.....	8%	16%
f) Symphony/orchestra/classical music	7%	2%
g) Children's shows/Family events	6%	4%
h) Cultural events.....	4%	7%
i) Other	7%	0%
j) Don't know.....	26%	44%

Oklahoma City Community College

16. On a scale of 1 to 7 where one means that you would be very *unlikely* to attend and 7 means you would be very *likely* to attend, please tell me how likely you would be to attend each of the following events or performances if it was offered in a new theater at Oklahoma City Community College.

ROTATE

	SOKC	
	Community	Hispanic
a) Independent film.....	3.8	4.9
b) Off-Broadway musical.....	4.5	4.6
c) Concert of interest to you (IF 5 OR ABOVE, PLEASE SPECIFY CONCERT TYPE.....)	5.7	5.5
d) Traveling theater group, or play.....	4.4	5.0
e) Children's musical or theater performance.....	4.3	5.4
f) Branson, Missouri traveling show.....	4.2	4.9
g) Arts related workshop or class.....	3.8	5.3
h) Dance performance.....	4.0	4.9
i) Oklahoma Opry or Rodeo Opry performance.....	3.5	4.4

SOKC Concert Types:

a) Country western/Bluegrass.....	18%
b) Rock/Pop.....	18%
c) Classical/Symphony/Orchestra.....	10%
d) Christian/Gospel.....	6%
e) Specific band/artist.....	6%
f) Jazz.....	4%
g) Other.....	14%
h) Don't know.....	24%

Hispanic Concert Types:

a) Spanish/Mexican/Mariachi.....	12%
b) Musical.....	12%
c) Rock/Pop.....	8%
d) Classical/Symphony/Orchestra.....	8%
e) Dance.....	7%
f) Other.....	7%
g) Don't know.....	46%

Oklahoma City Community College

Now just a few more question for demographic purposes ...

17. Please stop me when I reach the category that includes your age.

	SOKC	
	Community	Hispanic
a) 18 to 24	12%	26%
b) 25 to 34	18%	35%
c) 35 to 44	17%	18%
d) 45 to 54	20%	14%
e) 55 to 64	15%	2%
f) 65 and over	18%	2%
g) Refused (DO NOT READ)	*	3%

18. Do you currently have children under the age of 18 living in your household?

	SOKC	
	Community	Hispanic
a) Yes	34%	63%
b) No	66%	37%

19. What is your race or ethnicity?

	SOKC	
	Community	Hispanic
a) African American	7%	0%
b) Caucasian	74%	0%
c) Hispanic/Latino	8%	100%
d) Asian	*	0%
e) Native American	7%	0%
f) Multiracial	2%	0%
g) Other	*	0%
h) Refused	1%	0%

Oklahoma City Community College

20. Please stop me when I reach the highest level of education that you have completed.

	SOKC	
	Community	Hispanic
a) Less than high school graduate.....	7%	42%
b) High school graduate.....	26%	30%
c) Some college.....	30%	13%
d) College degree.....	22%	8%
e) Graduate degree.....	14%	3%
f) Refused (DO NOT READ).....	1%	4%

21. Please stop me when I reach the range that includes your annual household income before taxes.

	SOKC	
	Community	Hispanic
a) \$20,000 or less.....	17%	40%
b) Between \$20,001 and \$40,000.....	25%	37%
c) Between \$40,001 and \$60,000.....	17%	9%
d) Between \$60,001 and \$75,000.....	9%	3%
e) Between \$75,001 and \$100,000.....	10%	1%
f) Over \$100,000.....	10%	1%
g) Refused.....	11%	9%

Oklahoma City Community College

22. What is your zip code?

	SOKC	
	Community	Hispanic
a) 73109	9%	24%
b) 73119	13%	38%
c) 73129	10%	15%
d) 73139	10%	4%
e) 73149	4%	3%
f) 73159	15%	9%
g) 73160	20%	3%
h) 73169	4%	0%
i) 73170	12%	2%
j) 73173	1%	0%
k) 73179	4%	2%

23. Gender

	SOKC	
	Community	Hispanic
a) Male	48%	48%
b) Female	52%	52%

Oklahoma City Community College

CLIENT: OCCC
SURVEY: Out-of-Market
AUDIENCE: NOKC and Yukon
N= 250

INTRODUCTION: Hi my name is _____, and I am calling on behalf of Evolve Research, a local market research firm. We are gathering opinions about your community and would love to have your feedback. It will take less than 10 minutes to complete. Would you like to participate? Are you at least 18 years of age?

1. Tonight we are going to be discussing the arts in a very broad sense of the term, encompassing everything from theater to dance to all kinds of concerts and musical performances to paintings, film and photography. When you think of arts events in the Greater Oklahoma City area, which region of the metro area comes to mind first? (DO NOT READ LIST. CLARIFY IF NECESSARY.)

- a) South Oklahoma City 3%
- b) Downtown Oklahoma City 72%
- c) North Oklahoma City 9%
- d) Norman/University of Oklahoma 1%
- e) Edmond 2%
- f) Other (specify _____) 4%
- g) Don't know 9%

2. In your opinion, how important is a focus on the arts to the quality of life in a community?

- a) Very important 56%
- b) Somewhat important 34%
- NET IMPORTANT 90%**
- c) Neither important nor unimportant 3%
- d) Somewhat unimportant 4%
- e) Very unimportant 2%
- NET UNIMPORTANT 5%**
- f) Don't know (DO NOT READ) 2%

Oklahoma City Community College

3. How satisfied are you with the amount of music, theater, dance and visual art events or performances that are offered in your community?

a) Very satisfied.....	34%
b) Somewhat satisfied.....	40%
NET SATISFIED.....	74%
c) Neither satisfied nor dissatisfied.....	8%
d) Somewhat dissatisfied.....	8%
e) Very dissatisfied.....	4%
NET DISSATISFIED.....	12%
f) Don't know (DO NOT READ).....	6%

4. How long would you be willing to travel in order to attend a concert, performance, or cultural or art event that you were interested in? (DO NOT READ LIST. CLARIFY IF NECESSARY.)

a) Up to 10 minutes.....	4%
b) 10 to 15 minutes.....	5%
c) 15 to 20 minutes.....	6%
d) 20 to 30 minutes.....	20%
e) 30 to 45 minutes.....	12%
f) 45 minutes to one hour.....	19%
g) More than one hour.....	28%
h) Would not attend an arts event.....	4%
i) Don't know.....	2%

Oklahoma City Community College

5. Please list any and all types of events, shows or performances that you would be interested in attending. These can be either general categories of events or specific events, just whatever comes to mind.

a) Concerts	46%
b) Plays/Theatrical Performances	27%
c) Art festivals/galleries	14%
d) Dance performances	12%
e) Musicals	11%
f) Symphony/orchestra/classical music	11%
g) Children's shows/Family events	2%
h) Other	14%
i) Don't know	21%

6. On average, how many concerts, performances, or cultural or arts events do you attend per year? These events could be located anywhere. (If needed) Just give your best guess. (DO NOT READ. CLARIFY IF NECESSARY.)

a) None [SKIP TO Q8]	16%
b) 1-2	30%
c) 3-5	33%
d) 6-10	12%
e) More than 10	8%
f) Not sure	*

Oklahoma City Community College

7. Please tell me if you have attended, or visited each of the following within the past two years. (YES/NO/NOT SURE)

a) Arts Festival Oklahoma at Oklahoma City Community College.....	39%
b) Festival of the Arts in Downtown Oklahoma City.....	63%
c) Lyric Theatre performance.....	30%
d) Ballet Oklahoma performance.....	18%
e) Oklahoma City Philharmonic concert.....	33%
f) An Oklahoma Opry or Rodeo Opry performance.....	17%
g) An art museum, or gallery.....	63%
h) A musical.....	47%
i) A play, or theatrical performance.....	44%
j) A dance performance.....	32%
k) A festival celebrating cultural heritage, such as the Greek Festival, Red Earth Festival, or Mariachi Festival.....	41%

8. Now please tell me if you have attended a performance in each of the following locations within the past two years. (YES/NO/NOT SURE)

a) Any type of performance in the South Oklahoma City area.....	25%
b) Any type of performance in Downtown Oklahoma City.....	70%
c) Any type of performance in another part of the metro area.....	42%
d) A performance at Oklahoma City Community College.....	22%
e) A performance at Rose State College in Midwest City.....	18%
f) A performance at any college or university besides Oklahoma City Community College or Rose State College.....	35%
g) A concert, or music festival in the South Oklahoma City area.....	16%
h) A concert, or music festival in Downtown Oklahoma City.....	60%
i) A concert, or music festival in another part of the metro area.....	38%

Oklahoma City Community College

9. What is the *primary* barrier keeping you from attending more arts related events, like concerts performances or festivals? (DO NOT READ LIST, CLARIFY IF NECESSARY.)

- a) Not enough time 39%
- b) Cost of the events 17%
- c) Not aware of them/Don't hear about them 11%
- d) Location of the events/Not enough close by 7%
- e) Don't like to attend that type of events 12%
- f) Other (Specify _____) 6%
- g) Don't know 8%

10. Which of the following best describes your thoughts on attending an event at a new 1,000 seat theater at Oklahoma City Community College in South Oklahoma City if it were hosting a performance that you were interested in?

- a) I would definitely attend 19%
- b) I would probably attend 38%
- NET WOULD ATTEND 56%**
- c) I might or might not attend 24%
- d) I would probably not attend 11%
- e) I would definitely not attend 8%
- NET WOULD NOT ATTEND 20%**
- f) Don't know (DO NOT READ) 0%

Oklahoma City Community College

11. On a scale of 1 to 7 where one means that you would be very *unlikely* to attend and 7 means you would be very *likely* to attend, please tell me how likely you would be to attend each of the following events or performances if it was offered in a new theater at Oklahoma City Community College.

ROTATE

a) Independent film.....	3.6
b) Off-Broadway musical.....	4.0
c) Concert of interest to you (IF 5 OR ABOVE, PLEASE SPECIFY CONCERT TYPE.....)	5.2
d) Traveling theater group, or play.....	3.8
e) Children's musical or theater performance.....	3.4
f) Branson, Missouri traveling show.....	3.3
g) Arts related workshop or class.....	3.2
h) Dance performance.....	3.5
i) Oklahoma Opry or Rodeo Opry performance.....	2.9

Concert Types:

a) Rock/Pop.....	17%
b) Country western/Bluegrass.....	11%
c) Symphony/orchestra/classical music.....	11%
d) Musical.....	7%
e) Blues.....	7%
f) Christian/Gospel.....	5%
g) Jazz.....	5%
h) Other.....	12%
i) Don't know.....	24%

Oklahoma City Community College

Now just a few more question for demographic purposes ...

12. Please stop me when I reach the category that includes your age.

a) 18 to 24	12%
b) 25 to 34	17%
c) 35 to 44	16%
d) 45 to 54	21%
e) 55 to 64	15%
f) 65 and over	20%
g) Refused (DO NOT READ)	1%

13. Do you currently have children under the age of 18 living in your household?

a) Yes	32%
b) No	68%

14. What is your race or ethnicity?

a) African American	13%
b) Caucasian	73%
c) Hispanic/Latino	6%
d) Asian	1%
e) Native American	4%
f) Multiracial	1%
g) Other	2%
h) Refused	*

Oklahoma City Community College

15. Please stop me when I reach the highest level of education that you have completed.

- a) Less than high school graduate 1%
- b) High school graduate 24%
- c) Some college 34%
- d) College degree 25%
- e) Graduate degree 14%
- f) Refused (DO NOT READ) 1%

16. Please stop me when I reach the range that includes your annual household income before taxes.

- a) \$20,000 or less 10%
- b) Between \$20,001 and \$40,000 24%
- c) Between \$40,001 and \$60,000 16%
- d) Between \$60,001 and \$75,000 9%
- e) Between \$75,001 and \$100,000 8%
- f) Over \$100,000 12%
- g) Refused 21%

Oklahoma City Community College

17. What is your zip code?

a) 73008	5%
b) 73099	16%
c) 73102	•
d) 73103	2%
e) 73104	0%
f) 73105	2%
g) 73106	2%
h) 73107	7%
i) 73112	10%
j) 73114	5%
k) 73116	5%
l) 73118	4%
m) 73120	14%
n) 73122	2%
o) 73127	6%
p) 73132	7%
q) 73162	11%

18. Gender

a) Male	48%
b) Female	52%

OKLAHOMA CITY
COMMUNITY COLLEGE

Fundraising
Memo

December 2006

Arts Education Center

- Community Needs Assessment

OCCC



**Executive Summary: OCCC Arts Education Center
 Community Needs Assessment**

Date: December 8, 2006

Methodology

- South Oklahoma City telephone survey (n=300)
 - *Margin of error = ± 5.66%*
- South Oklahoma City Hispanic oversample (n=100)
 - *Margin of error = ± 9.80%*
- Out-of-market (North Oklahoma City and Yukon) telephone survey (n=250)
 - *Margin of error = ± 6.20%*

Executive Summary

The research data demonstrates that the need for a venue to hold arts-related events in South Oklahoma City is strong. The construction of an Arts Education Center, with a 1,000 seat theater, is not only likely to attract residents of South Oklahoma City, but also residents from across the metro area.

- Arts are seen as being important to the quality of life in a community.
 - Ninety percent of the South Oklahoma City audience reports that the arts are important, with 49% stating that the arts are "very important."
 - Eighty-six percent of the Hispanic audience says that arts are important (60% say "very important.")
 - Ninety percent of the Out-of-Market audience indicates that arts are important (56% state that they are "very important.")
- SOKC is not currently viewed as a location for arts events.
 - Only 5% of the SOKC audience and 3% of the Out-of-Market audience reports that South Oklahoma City comes to mind first when thinking of metro areas that host arts events.
- However, if there were more events in the SOKC area, the likelihood to attend these events is high.
 - Seventy-five percent of the SOKC audience and 83% of the Hispanic audience state that they are likely to increase their attendance of arts-related events in South Oklahoma City if more events were offered.

- The need for a performing arts theater in SOKC is significant and its location at the OCCC campus would yield good attendance.
 - Forty-two percent of the SOKC audience and 45% of the Hispanic audience state that the need for a 1,000 seat performing arts theater in SOKC is strong (i.e. On a 7-point scale, where 7 is very much needed and 1 is not at all needed, these respondents rated the need for a theater as a 6 or 7.)
 - Only 17% of the SOKC audience and 10% of the Hispanic audience indicate that a theater is not needed.
 - Eighty-one percent of the SOKC audience and 79% of the Hispanic audience state that their view of OCCC's emphasis on the arts would improve if the college constructed a new Arts Education Center that would house state of the art classrooms and a 1,000 seat theater.
 - If an event of interest were held at a new theater at OCCC, 66% of the SOKC audience, 77% of the Hispanic audience and 56% of the Out-of-Market audience indicate that they would attend.
 - The potential draw of out-of-market residents is substantial.

OKLAHOMA CITY
COMMUNITY COLLEGE

December 2006

Arts Education Center

- Community Needs Assessment

Focus Group
Report



December 8, 2006

evolve.

research strategists

OKLAHOMA CITY

COMMUNITY COLLEGE

FOCUS GROUP RESEARCH STUDY

[evolve research]

Contact: kristen@evolve-research.com | 405 209 8456

INTRODUCTION

Oklahoma City Community College (OCCC) is in the process of constructing an Arts Education Center at Oklahoma City Community College. The Center will house programs for visual arts, music, film, and video production, and will include a 1,000-seat performing arts theater.

OCCC was interested in discovering in-depth attitudes and perceptions from key target groups, including South Oklahoma City (SOKC) community and arts leaders, as well as area arts educators. Focus groups were utilized to acquire information directly from target group participants to develop insight into how the Arts Education Center at Oklahoma City Community College will be perceived and utilized.

The focus groups allowed SOKC community leaders and educators to discuss their true feelings as well as the intensity of their feelings and beliefs in their own words without the bias that might be present without a neutral moderator. This report details the findings of the two focus groups that were conducted on October 26, 2006. The key research objectives for the focus groups were as follows.

OBJECTIVES

The primary objectives of this focus group research study were:

- Establish likely demand levels for the Arts Education Center at Oklahoma City Community College and, specifically, the performing arts theater.
- Discover needs related to the arts, including desired performance types.
- Discover current performance venues and the satisfaction levels associated with them.
- Discover how Oklahoma City Community College can best serve the needs of the SOKC community.
- Determine how OCCC can become a cultural arts center for SOKC.
- Determine how OCCC can improve the quality of life in the Oklahoma City metro area, and particularly the SOKC area, through the arts.

METHODOLOGY

Two focus groups of target market consumers were conducted Thursday, October 26, 2006 to acquire the desire data. The first group consisted of SOKC community leaders and arts organization leaders. There were nine participants in this group. These participants represented:

1. South Oklahoma City Chamber of Commerce
2. Women of the South
3. Greater Oklahoma City Chamber of Commerce
4. Frontier Country Marketing Association
5. Central Arts Association
6. Oklahoma City Community Foundation
7. City of Moore
8. Moore Arts & Humanities Council
9. Oklahoma Humanities Council

The second group consisted of area teachers who had responsibility for arts programs in their schools. There were a total of seven participants, three males and four females. They represented the following schools:

1. Jackson Middle School
2. US Grant High School (2)
3. Southeast High School
4. Westmoore High School
5. Classen School of Advanced Studies
6. Casady

Each participant was given \$40 for taking part in the discussions. These participants were recruited during the week of October 16-23, 2006.

The focus groups were held at the Business and Finance Conference Room in the Main Building on the OCCC campus. The groups were also audio/video taped. James Bost, Certified Focus Group Moderator, conducted the groups.

Given the interest levels of the participants and amount of information discovered in the focus groups, it is apparent that the focus groups sought information from appropriate target participants.

CONCLUSIONS

POSITIVE REACTIONS TOWARD THE ARTS EDUCATION CENTER AT OCCC

- *Proud to have it in SOKC.* Numerous participants, community leaders and teachers, indicated that South Oklahoma City would receive significant benefits as a community from the Arts Education Center at Oklahoma City Community College. Several participants suggested that this facility would give the South Side of Oklahoma City more of an identity as a unique community unto itself. This facility would certainly allow events and performances to stay in the South Side rather than requiring the utilization of facilities outside of the area, such as the Civic Center in Downtown Oklahoma City. Several participants also commented that they would be very loyal to this facility, and that they would actively look for events and activities to hold in the facility. These participants indicated that it would be important for the South Side to ensure that the new facility be successful.
- *The community needs a performance arts center.* All participants in the teacher focus group indicated that there is a strong need for a performing arts center in SOKC. All teacher participants were able to suggest specific events and activities that they could hold in the proposed theater. In particular, participants suggested that combined performance arts concerts and events could be held at the theater, and that OCCC should actively seek to host State Championship events in numerous performance arts categories. In all, participants suggested that there is a strong need for this type of facility in the Oklahoma City metro area, and that there is a particularly strong need for this facility in SOKC.
- *Consider films.* Several participants in the arts community leader focus group suggested that films should be considered as events to hold in the theater. Several participants suggested that limited run films could be shown in the theater on a consistent basis to create the impression that this facility is *the* facility for art films in the Oklahoma City metro area.
- *Host graduations, dance recitals.* Participants from both groups also suggested that the theater could host local high school graduations as well as dance recitals. Participants indicated that there are numerous graduations and recitals that the facility could host.

- *Attract big traveling events.* Participants from both groups also suggested that the theater could attract major national traveling acts such as Blast, Stomp, musicals, and featured performers. Some suggested that the ability to attract these major events will be necessary to provide sufficient revenue for the facility to remain viable, and should be a major emphasis for the facility.
- *It's a great location.* Participants concluded that the location of The Center on the OCCC campus is a major advantage. Its proximity to highways makes it a convenient location. In addition, participants expressed dissatisfaction with the Civic Center location in Downtown Oklahoma City. Most participants in the teacher group suggested that many people avoid Downtown and the Civic Center because of convenience, parking and safety issues. The OCCC facility is in a highly favorable location when compared with the Civic Center, and may be able to compete with it in attracting performances.
- *Rose State is too far away.* Participants also indicated that the Rose State College Theater is not considered a viable option because of travel distance. In fact, not a single teacher participant indicated that they used the Rose State facility, although they were aware of the facility and perceived that it was a large, quality venue.
- *Create a major community theater group or choir as a major tenant.* Participants, especially teachers, suggested that OCCC should help create a community theater group or choir in SOKC to become a major tenant of the theater. Participants suggested that this could be a revenue stream for the theater, as well as create a stronger identity for the facility.
- *Marketing effectiveness.* Several teacher participants indicated that OCCC could communicate events much better than current promotional efforts at other venues. Several mentioned that they are usually unaware of many of the arts performances that take place throughout the metro area. OCCC could systematically communicate performance information to increase awareness levels of all arts events.

CONCERNS

- *Theater size.* Participants in both groups expressed concerns with the size of the 1,000-seat theater. In particular, participants suggested that a 1,000-seat theater is not large enough to attract major national traveling acts. The concern is that the facility will have revenue difficulties if it does not have the ability to attract national acts. In addition, participants felt that the theater was not large enough to host all the potential high school graduations that it could. Participants felt that if the theater held 500 more seats, it could easily hold the Moore school system graduations as well as other school systems. However, participants felt that the theater was a "tweener" size that is not large enough to attract all the events that it potentially could in the area, and that it would be too large to intimately host smaller events. Theater size was a concern for most participants. Some participants emphasized that it would help if the space was flexible, or adjustable, allowing it to feasibly accommodate different sizes and types of events.
- *SOKC organizations need banquet/meeting space.* Many participants in the community leader group indicated that their organizations need meeting rooms or banquet space. They perceive that other arts or civic groups in the SOKC area need this type of space as well. They also mentioned the need for facilities where they can serve alcohol. They were curious if there might be a way to include this type of space in the new Arts Education Center. Participants in the teacher group did not express this need.
- *Revisit the theater design.* Many participants, especially among teachers, perceived that the theater could have some design issues. In particular, several participants felt that the lack of stage doors opening to the outside will preclude performances that have significant prop needs.
- *It needs a major tenant.* Participants from both groups indicated that the theater could benefit from a key major tenant to provide an identity and necessary revenue. Several participants indicated that the Philharmonic gave the Rose State Theater an identity and needed revenue when it was initially built. One participant mentioned Canterbury Chorale as a potential target tenant.

RECOMMENDATIONS

Seek Business Involvement

OCCC needs to actively seek business involvement in terms of utilizing the theater. Specifically, OCCC could partner with businesses or organizations, such as Integris, that promote or sponsor arts events throughout the metro area. OCCC could promote its theater as a venue that other organizations can utilize for their performance events or sponsorships.

Inform Educators

Most teacher participants indicated that they are not well informed of performance events at the various facilities throughout the metro area. OCCC could actively utilize teacher e-mail addresses, direct mail, or websites to provide continuous communication to teachers about performance events at its theater.

Host State Championship Events

OCCC could actively seek to host state high school and middle school championships in performing arts. While creating revenue for the theater, this would also actively inform teachers across the state about its facilities.

Host Fall Music Meetings

Several teachers mentioned that Parochial Schools have a fall music meeting at Western Heights, which they also suggested was an inadequate facility. OCCC could actively seek to host this event at the Arts Education Center at OCCC. This would also effectively communicate the capabilities of the The Center to a key target group, arts educators.

Attract or Develop a Major Tenant

OCCC might consider attracting or developing a major tenant to the theater. Again, this would create awareness of the new facility, provide revenue streams, and serve as a basis for creating an identity for the new facility.

DETAILED FINDINGS: Focus Group A, Community Leaders

In this part of the City, what arts events or education activities are you aware of?

- The Arts Festival Oklahoma is probably the biggest that we have here in South Oklahoma City. It was initially started by the South Chamber, Central Arts Association, and ten years ago we brought in Women of the South. The last several years, we've had the Philharmonic play on Saturday night. It's probably the biggest art type of event, although we have other art types of events taking place.
- In Moore, this will be the 2nd year of Art in the Park over the 4th of July weekend. We have fine arts, but this year we brought in crafts too. But we've had fine arts performances take place all the time. This takes place in Buck Thomas Park, the largest park in Moore.

Is there a different level of support for the arts in the South Oklahoma City area?

- We go Downtown, we have season tickets. We go to the wonderful museum in Norman. In Oklahoma City, we can get around easy, although we are spread out. Our organization, Women of the South, we are having our gala, a dinner dance and an auction, at the Cowboy Hall of Fame because there isn't an appropriate facility in South Oklahoma City that can host such a thing.
- You can get a facility that can host 400 in South Oklahoma City, but not larger than that—*much agreement*
- Some of the people who are having events have to go elsewhere because there isn't a facility in South Oklahoma City. Other facilities in Oklahoma City or Norman are easily accessible to us.

- For us, the lack of facility in South Oklahoma City is a major problem.—*much strong agreement*
- We are located in South Oklahoma City, but we have to go outside the area to host an event.
- I'm not associated with any organization that needs a large facility, but I've heard from a lot of people that there is a need for meeting rooms where organizations can have monthly meetings at an inexpensive rate. For instance, Central Arts meets at City Arts Center and there is a rumor that that will be torn down for a horse stable, and there's a group called TAG, that stands for The Arts Group that has a lot of visual arts, that needs a permanent home for meetings and needs a place for visual arts shows. I wanted to talk about the need for meeting rooms.—*some agreement*
- We are known as the Central Arts Association and we meet at the Fairgrounds in the central part of the City, but we started in South Oklahoma City.
- Our organization has monthly meetings at different venues, and it becomes difficult when that member cannot host an event at their own facility. Then, they have to look around for another meeting place. That's when it becomes a problem, and at an inexpensive cost.
- Well, we are a little different. Organizations come to us to fund programs, not exhibits. But I know our Board of Directors would love to attract more organizations from this part of the City. So facility location is not really a problem for us.
- The City of Moore is close to Norman, but Norman doesn't want anything to do with Moore. I think that South Oklahoma City works much better with Moore so if there is something that we could utilize and so if we had conferences here we could then easily go back to Moore to eat and stay.
- Well, you can't even tell when you leave South Oklahoma City and enter Moore, so we work well with Moore.—*some agreement*

- Its important to say that some things will never be held here because of the restrictions on alcohol, and that's very important.—*much agreement*
- We've tried to come down to OCCC, but the lack of alcohol has been a barrier. Sad to say, but it's the honest truth and at some events, alcohol is expected.
- There should be a distinction between arts venues and social/entertainment venues. I mean Cowboy Hall of Fame happens to be both. The distinction between the ability to have an event is separate from an arts center.

A number of you have mentioned events at the Civic Center, is there a need for an alternative venue in this part of the City?

- Westmoore High School has a very nice auditorium, although I don't know how many it seats.
- Rose State College has a very nice auditorium.
- Well, we don't mind driving, and that's part of our problem.—*some agreement*
- If we had something local, it would be nice to have something here that you could be proud of.
- Something that would give you identity.—*some agreement*
- If it had a strong enough identity, all of these things could stay here in South Oklahoma City.
- It needs to be unique enough in itself to be able to attract from outside the area.
- And the cost must be reasonable.

- I think the Civic Center is so well established, regardless of whose coming. Rose State just had *Rent*, I would drive all the way over there for that. If OCCC brought something big like that in, it would work.
- OCU brings people in all the time including national people —*some agreement*

Reactions to the Arts Education Center at Oklahoma City Community College

- *Initial positive reactions to definitions and artist renderings of the facility.*
- Well, I don't see a banquet facility in here, and that's what we would be most interested in.—*much agreement*
- Our chamber has banquets, and there are other organizations out there that need banquet space.
- If you can take these walls out, it could serve as a meeting space.
- That size, this isn't big enough. 500 or more, or it's not an option.
- I'm sure they were thinking classrooms, not meeting space when they designed it.
- Rose State is really nice and has balconies.
- It's interesting to think of this facility without a program associated with it. If you don't have a regular program there, a theater group or whatever, it will really be a challenge. You will have to

work at filling it constantly. Stage Center and Rose State are now operated by the City of Oklahoma City along with the Civic Center. The City will do all of the marketing.

- Here, you need some sort of resident program of some kind that will utilize this facility, or you are going to have to come up with some sort of marketing plan. What is needed for an organization to call this a home facility is not insignificant, the lights, sound, dressing rooms, infrastructure. This is kind of interesting on the marketing side.—*some agreement*
- What will be the arts activity that makes this facility well known?
- Are there programs here at OCCC?
- When thinking about performances, you have to consider the classes that are already going on here.

So what do you think about the theater?

- People need a facility, but not necessarily a 1,000-seat performing arts theater.—*much agreement*
- This facility wouldn't help us bring in trade shows and we need a facility for that in South Oklahoma City.
- How is a conference center tying in with a fine arts center at a school? How does a conference room help with a college?—*some agreement*

- This theater size in between what is needed. Moore High School and Westmoore High Schools, this wouldn't be big enough to hold graduations. Everyone goes to the Cox Center, but we can't fill the Cox Center. So it's too small to do what we need it to do.—*some agreement*

Who will come? Is there a need for this theater?

- Surely students.—*much agreement*
- Well, the college won't be able to hold their own graduation in this building.
- I think the only way something like this might survive is to become involved with the City of Oklahoma City, to be a 4th venue where attractions may be sent. I think that would be the way a 1,000-seat theater could survive.
- I know that the Moore School District is growing, but contests could be held there. South Oklahoma City is a good partner for Moore, but I don't know that a 1,000-seat theater is the right facility.
- Well as a learning tool for students, you are not going to fill it. It needs to be smaller.
- Well, what kinds of things could you put in a 1,000-seat theater? I mean you can't bring in very big concerts or things. I mean what's the market? Graduations, huge national attractions?
- From our point, it's not the most necessary thing.—*some agreement*
- I mean is it a facility that supports classes here, or is it to hold major attractions? There are already lots of those. You are really going to be competing with Oklahoma City, Edmond, and Norman. I don't know that Rose State has done all that well.

- OCU works because they have all of those programs. Their programs can support their facilities. Will this facility be supported by its college programs?
- If there was something specific here, it could work. Is Carpenter Square here, or Jewel Box, Lyric Theater, Chamber Orchestra, Canterbury Chorale, Ballet Oklahoma, Oklahoma Children's Theater? All those groups are under contract somewhere.
- Well some people in North Oklahoma City won't come here. Once you get them, they will come back, but it's hard initially to get some people to come to South Oklahoma City.
- You'll have to have a lot of help from us to get this to work.
- So I think what you are asking is would an empty 1,000-seat theater help us, maybe not so much! But a program that consistently uses a 1,000-seat would be appreciated.—*some agreement*
- Something unique is needed, even a film series. Something you don't get at other places.—*some agreement*

What are some event/performance suggestions you have for this facility?

- Maybe off-Broadway productions.—*much agreement*
- Nobody wants to go to an event that is mainly empty.
- Dance recitals or competitions would work here like the state student council conventions.

- The OKC Museum Theater only seats a few hundred for films. Maybe there is an opportunity for more diverse films. It would be nice to see all different films here - sometimes films aren't released in Oklahoma City.
- There is not a great place to see films here.—*some agreement*
- If you are talking about a permanent tenant, they will want their stuff here. Will that step on the toes of those teaching the classes at the College?
- Well this is a community college, it will be very difficult to build a strong student production company.
- Are you open to businesses bringing in different conferences, such as the medical research foundation?
- Maybe that's why Rose State needed help from the City.
- Well, I would be concerned that it wouldn't be able to support itself.—*much agreement*
- On the other side, we would be very, very proud to have such a facility on the South side. It would be wonderful for bragging rights.—*much agreement*
- We just want to find a way to make it work.—*much agreement*
- We need meeting rooms, we don't need 1,000-seat theaters.
- I know the City of Moore would look for ways to try and use it. I don't know what we would use it for, but we would try to find a use. Definitely.
- What's different about this theater and the one at Rose State? Parking may be better at OCCC.

If we could take a step back, I would be interested in seeing if you perceive a need for a cultural center in South Oklahoma City, in broader terms than a theater.

- What you are saying is a theater/cultural center, but what we are seeing here is classrooms, so it's totally different. There is nothing here to establish it as an entity, art and cultural, in itself. That's how I see it— *some agreement*
- We would be proud to have this facility and that's no joke, James, you need to pass on that we would love to have something like this, we just have concerns.—*much agreement*
- The scheduling would be so difficult to make sure the concerts and events don't distract from the classroom instruction.—*some agreement*

DETAILED FINDINGS: Focus Group B, Arts Teachers

How will this program and facility impact your programs? How could they impact the programs at your school?

- Sounds great.
- Our auditorium is always booked. Moore High School uses it. All the grade schools want to use it. It would be great to have another performance venue.
- What this would do is help make South Oklahoma City a separate community within Oklahoma City. It would add an identity. But I'm afraid a 1,000-seat theater might be a little small that you would need to attract professional groups. I know the McMahon Auditorium in Lawton loses a lot of opportunities with professional groups because the theater is too small. 1,000 seats here might be too small.
- Ours seats 1,300 and dance groups rent it all the time. They just pack it and it's larger than this theater. You will have to rent it out for a lot of performances.
- Oklahoma Christian University's Hardemann Auditorium seats 1,200 as does the new one in Mustang.
- I think it would be wonderful for our kids, to have a facility in this part of town.
- For school programs, it's a great size. Having seating in the balconies would allow additional seating for professional performances. A program like this needs income, and it would bring more culture to the South Side.

- We are willing to go anywhere. Casady needs to go outside of the NW corner of the City. I'm trying to get my kids out of there all the time to get rid of the stigma associated with Casady as being all trust fund kids. We're up for anything, especially a nice facility.
- It would be great, but school transportation is now prohibitively expensive.—*much agreement*
- Transportation would be a problem, but it would be wonderful. I don't know if they have considered inviting schools to programs here.
- Ron has done a lot of that.—*much agreement*

Do you use Rose State's facility, have your programs?

- No.—*much agreement*
- I have taken my students to St. Luke's which seems to be real active.—*some agreement*

You are telling me that the facility needs to attract other events or activities, what are some of those it could or should attract?

- I took my kids to Tulsa Opera at OU. It's a wonderful theater. That was great and it included buses.
- We went to the 42nd Street Workshop. Our kids just loved it. I was so impressed. That is something they could do here, have workshops.—*some agreement*

- The Mexican Folk Dance group travels all over the country. They could really draw on this side of town.
- We are not talking about the Chicago Symphony; we're not talking the top groups, but the middle groups like Lawton, Wichita Falls, and Dallas Symphony. People in the South Side could afford and enjoy seeing. You know, it's not a lot of fun to go to the Civic Center. The space the college has here, parking would be so much better. People still shy away from Downtown.—*much agreement*
- Blast is really outstanding or Stomp, one of those groups. Plus, there are always touring university groups. Have a goal of bringing in someone from each university. And what a recruiting idea.

Other venues can also bring in these types of events. What would be special about having them here?

- Having a quality location. Plus, awareness. If a group comes to Westmoore, I never hear about it. The College can promote the events better.
- OCU and SNU and places like that have their own venues, but they are private schools. Something here that's at a public school would have an appeal and draw, as it's a service to the community.
- The business world, the corporate. Integris is always putting on events. They could do that here. I'm sure the corporate people would come on board and that would be a great partnership.
- An advantage of this particular facility is its highway proximity. And it's close to restaurants.

- And the Civic Center is not which is another downfall.—*some agreement*
- That's a big plus right there.—*some agreement*

Reactions to facility plans and diagrams. What performances could be held there, reactions?

- Is there flyspace above the stage? That's important.—*agreement*
- Do you think there is enough dressing room space? I have some concerns that a traveling group may not find it large enough.

Do you feel that this is a nice facility, something that will be occasionally used, or is it a significant and important upgrade in available area facilities?

- I would say definite upgrade and we are all excited about the possibility of being able to have performances not so far away. But I feel that the performance theater needs to be ready when the classes start. The current facility is really dead in terms of sound and tone.
- Build the theater first, then the classrooms.—*some agreement*
- Here, you need outside access to the stage. Douglas was just built. You have to have that to be able to unload props.
- Yes, that is a big problem here.—*some agreement*

- I think it would really be used. I know a number of us have talked about combined concerts, but none of us have a venue big enough. But the 1,000-seat theater is not big enough—some agreement
- It's too small.
- Well, it depends on what's in it.
- It would be a bright shining star in the community.

Does this facility need a home or primary tenant? If so, which ones would you suggest?

- Well, one would be revenue generating. This could compete with the Civic Center.
- They could easily start one like Ron's South Oklahoma City Community Group.
- How big does the College want to think? Do they want small and intimate or do they want to attract bigger productions?
- This is too small and doesn't have outside access.
- If you're going to do Grease, you need a Chevy onstage.

- Well, the swim facility here is renowned. OCCC could develop a facility that would be known. 1,500 seats we can put on a super concert with combined groups. Right now, we don't have a facility.—*some agreement*
- We would love to do something with the orchestra; we just don't have the space.

How would you market this facility to people like yourself? How would you inform people that they could hold events here?

- Really, stage something here, do something initially. We all have networks to keep informed.
- Have the Fall Music meeting here instead of at Western Heights, which really isn't suited for it—*some agreement*
- When we leave here, we're going to be excited about it, we'll be looking for it. We will tell others.
- The Oklahoma City system has long tried to do combined concerts. There just hasn't been space. This would be a wonderful opportunity here. We could do honor choirs again with this as a venue.
- Send us some written information about it.
- The Private Parochial Arts Council, which comprises all of the Oklahoma City area private schools, was trying to hold a Cabaret night. But they couldn't find a venue. They could use this space and then the private schools could broadcast this space. Inform private schools as many struggle with their facilities.
- Hold state competitions here —*much agreement*

- You've already heard how Westmoore's auditorium is always booked.
- Well, they way it is now would limit the theatrical productions that can be held here.
- You also need to be really careful of sound and lighting capabilities, it is important.—*much agreement*
- Too much classroom, not enough theater. We have questions about the stage. To bring any professional group, you need better lighting and sound. If the production part of the theater is not excellent, it will sit vacant.
- Southside people are loyal and they love the College. We deserve fine arts here, although it might take some promotion.

OKLAHOMA CITY
COMMUNITY COLLEGE

December 2006

Arts Education Center

- Community Needs Assessment

Survey Results

OCCC



TABLE 221
What is your sex?

Prepared on 11/09/2004

	TOTAL		WHITE		BLACK		HISPANIC		OTHER		TOTAL		WHITE		BLACK		HISPANIC		OTHER	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
TOTAL	200	100	144	72	56	28	28	14	7	13	6.5	144	72	56	28	28	14	7	13	6.5
W/A	27	13.5	27	13.5	0	0	0	0	0	0	0	27	13.5	0	0	0	0	0	0	0
73109	39	19.5	39	19.5	0	0	0	0	0	0	39	19.5	0	0	0	0	0	0	0	0
73118	40	20	40	20	0	0	0	0	0	0	40	20	0	0	0	0	0	0	0	0
73124	26	13	26	13	0	0	0	0	0	0	26	13	0	0	0	0	0	0	0	0
73139	29	14.5	29	14.5	0	0	0	0	0	0	29	14.5	0	0	0	0	0	0	0	0
73149	11	5.5	11	5.5	0	0	0	0	0	0	11	5.5	0	0	0	0	0	0	0	0
73159	45	22.5	45	22.5	0	0	0	0	0	0	45	22.5	0	0	0	0	0	0	0	0
73162	30	15	30	15	0	0	0	0	0	0	30	15	0	0	0	0	0	0	0	0
73169	11	5.5	11	5.5	0	0	0	0	0	0	11	5.5	0	0	0	0	0	0	0	0
73170	25	12.5	25	12.5	0	0	0	0	0	0	25	12.5	0	0	0	0	0	0	0	0
73173	2	1	2	1	0	0	0	0	0	0	2	1	0	0	0	0	0	0	0	0
73179	11	5.5	11	5.5	0	0	0	0	0	0	11	5.5	0	0	0	0	0	0	0	0
Not Listed	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

TABLE 005

2. In your opinion, important is a focus on the arts in the quality of life in a community?

Prepared on 17 NOV 2004

	18-34		35-54		55-74		75+		TOTAL		WEIGHTED		TOTAL		WEIGHTED	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Total	200	100	90	110	99	222	78	52	76	31	88	89	86	44	41	41
Very important	146	73	44	49	48	107	29	20	24	46	29	34	6406	2889	67%	67%
Somewhat important	54	27	46	51	51	115	31	32	39	63	39	46	1004	451	10%	10%
Neither important nor unimportant	3	1	2	2	2	5	1	1	1	2	1	1	4029	18	0%	0%
Somewhat unimportant	14	7	12	13	13	30	8	11	13	22	13	15	339	15	4%	4%
Very unimportant	5	2	2	2	2	5	1	2	2	3	2	3	70	3	2%	2%
Don't know (DO NOT RATE)	4	2	3	3	3	7	2	3	3	5	3	6	134	7	4%	4%
NET IMPORTANT	270	135	102	113	102	237	65	74	89	144	88	100	2184	94	22%	22%
NET UNIMPORTANT	21	10	18	20	18	42	11	15	18	30	18	21	473	20	5%	5%

TABLE FOR OPERATORS IS FROM THE ARTS TO THE QUALITY OF LIFE IN A COMMUNITY?

DATE: 11/11/77
 PREPARED BY: J. R. BROWN

TOTAL VOTER DEMOGRAPHIC DATA WITH ARTS AND CULTURE COMMUNITY OPERATOR NOT THE MATTER NOT THE MATTER NOT THE MATTER

	200	210	21	128	78	127	12	108	26	26
	1009	1009	1009	1009	1009	1009	1009	1009	1009	1009
	6	6	6	6	6	6	6	6	6	6
	6	6	6	6	6	6	6	6	6	6
Very important	148	148C	-	67	48	88D	22	50	47	47
Some what important	499	499	-	478	478	478	388	478	478	478
Not important	124	124C	-	92	52	20E	44	41	20	20
Not at all important	418	418	-	418	298	448	418	418	418	418
Very unimportant	8	-	-	2	1	1	1	1	1	1
Don't know (D) NOT	29	-	288	29	19	-	29	29	19	29
REACT	6	-	-	4	-	2	1	4	-	-
NET OPERATOR	270	270C	-	122	71	120D	43	88	88	88
NET OPERATOR	829	1008	-	888	749	829	829	829	829	829
NET OPERATOR	71	-	1008	108	69	29	138	88	58	78

TABLE 101
 1. To your opinion, is the amount of a zone on the left to the quality of life in a community?

WIDE COUNCIL'S REPORT
 Prepared on 21 April 2004

TOTAL - SORT ESTIMATION - SORT WITH AUTO - 4000 700 6000 - COMMUNITY

COMMENTS: RESPONSE NOT BE LISTING FOR AGE TOP 2, AGE 2, NORTH, MID, SOUTH

	200	270	31	136	78	217	32	128	78	26	26
	100	100	100	100	100	100	100	100	100	100	100
	4	4	4	4	4	4	4	4	4	4	4
	501	107	107	107	107	107	107	107	107	107	107
Very important	146	146	-	67	68	80	20	57	47	47	47
Somewhat important	499	441	-	679	679	679	286	449	439	439	439
Neither important nor unimportant	124	124	-	55	23	55	23	64	41	26	26
Somewhat unimportant	415	485	-	679	299	299	449	423	429	429	429
Very unimportant	5	5	-	5	5	5	1	1	2	1	1
Don't know (or not sure)	4	4	-	2	2	2	2	2	4	4	4
NET IMPORTANT	679	679	-	679	679	679	286	449	439	439	439
NET UNIMPORTANT	21	21	-	21	14	14	3	7	9	5	7

TABLE 207
 3. How supportive are you of the region in particular, please rate South Dakota City's emphasis on the environment (1 to 7, where 1 means not at all supportive of the
 and 7 means very supportive of the envt.)

Prepared on 27 Nov 2008

	TOTAL		WHITE		BLACK		HISPANIC		ASIAN		PACIFIC ISLANDER		OTHER	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
TOTAL	144	100	109	100	22	100	79	100	32	100	51	100	80	100
Extremely supportive	44	31	34	31	16	73	22	28	69	21	39	77	80	80
Supportive	124	86	124	113	56	255	71	90	220	69	42	83	48	60
Neutral	14	10	14	13	6	27	8	10	25	78	49	96	50	63
Not at all supportive	4	3	4	4	2	9	3	4	12	38	23	45	29	37
W/A	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean	4.2		4.2		4.1		4.1		4.1		4.1		4.1	
Standard deviation	1.8		1.7		1.9		1.7		1.8		1.7		1.7	
Standard error	0.1		0.2		0.2		0.1		0.2		0.2		0.2	

TABLE 009
 1. How satisfied

with the amount of music, theater, dance and visual art events or performances offered in the South Oklahoma City area?

Prepared on 27 NOV 2006

TOTAL COMPLETIONS 18-24 25-34 35-44 45-54 55-64 65-74 75-84 85-94 95-104
 COMPLETE MALE FEMALE OTHER CHOSE RT-CD 011-03 8888* REFUSED 06 02 00 00 00 00 00 00

	300	143	136	80	132	89	222	78	52	74	31	88	39	30	68	42
Total	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004
Very satisfied	41	16	21	13	12	18	23	28	17	14	4	6	14	13	8	4
Somewhat satisfied	27	40	31	28	27	26	19	16	16	20	21	22	26	30	18	21
Neither satisfied nor dissatisfied	186	186	174	229	144	185	189	159	88	208	209	179	113	228	204	138
Somewhat dissatisfied	43	28	14	12	21	10	36	13	6	8	2	22	11	8	18	8
Very dissatisfied	35	16	19	18	15	4	23	12	3	7	1	11	11	9	5	5
Don't know (DO NOT READ)	31	8	28	-	11	20	27	4	7	4	4	11	14	7	4	5
NET SATISFIED	139	65	73	44	48	42	101	37	30	24	29	29	30	44	24	15
NET DISSATISFIED	249	121	85	117	129	183	208	171	94	176	211	190	123	236	208	143

TABLE 113
 A. For selected cities - with the amount of money, classes, items and total all kinds of performance
 Reported on 31 May 2000
 are offered in the South Oklahoma City area

TOTAL	TOTAL - GALT EDUCATION - GALT WITH APPEAL - GALT FOR 2000											
	1001	1002	1003	1004	1005	1006	1007	1008	1009	1010	1011	1012
VERY SATISFIED	41	27	4	412	76	127	156	0	16	11	12	12
SOMewhat SATISFIED	118	144	249	208	-	156	174	174	174	174	174	174
NOT SATISFIED	215	214	488	708	-	346	318	318	318	318	318	318
NO ANSWER	53	48	1	-	-	12	17	4	18	16	19	20
NOT CLASSIFIED	180	180	24	-	420	19	8	13	18	17	18	18
Very Dissatisfied	42	26	3	-	568	154	158	158	158	158	158	158
Don't know (DO NOT	128	128	104	-	488	104	84	84	84	84	84	84
KNOW)	31	28	1	-	74	74	74	74	74	74	74	74
NOT ANSWERED	138	122	14	1382	-	68	24	24	24	24	24	24
NET DISSENTING	448	458	474	1024	-	408	404	404	404	404	404	404
NET SENSITIVE	78	71	6	-	1024	43	12	12	12	12	12	12

TABLE 112
 2. If some area info... events were offered in the South Oklahoma City area, how likely would you be to... see your attendance of area events?

South Oklahoma City
 Reported in 21 Nov 2004

	TOTAL									
	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
Very likely	115	159C	9	54	44D	79D	15	43	26	34
Somewhat likely	28N	40N	144	354	564	614	274	424	424	254
Neither likely nor unlikely	111	101	7	28	25	13	15	28	33	40
Somewhat unlikely	274	274	239	624	204	254	214	204	344	474
Very unlikely	23	23	2	9	2	4	4	6	3	6
Don't know (DO NOT KNOW)	14	14	1	24	14	24	24	24	14	14
NET LIKELY	235	210C	15	112	69	111D	31	61	71	74
NET UNLIKELY	754	794	484	814	894	674	624	754	744	774
NET DIFFERENCE	519	484	369	314	314	314	174	114	214	174

TABLE 013
 1. What percentage of the weeks would you estimate are in the South Oklahoma City area? (over 100 ft. wind speed) (10 ft or more than 10 ft or less than 10 ft)

Prepared on 31 MAY 2018

WIND SPEED	NO. OF WEEKS	PERCENTAGE	NO. OF WEEKS	PERCENTAGE	NO. OF WEEKS	PERCENTAGE	NO. OF WEEKS	PERCENTAGE	NO. OF WEEKS	PERCENTAGE	NO. OF WEEKS	PERCENTAGE	NO. OF WEEKS	PERCENTAGE	NO. OF WEEKS	PERCENTAGE	NO. OF WEEKS	PERCENTAGE
Total	143	127	214	82	87	73	188	67	29	44	45	79	32	79	61	28		
0	103	50	53	24	440	260	78	25	7	242	242	25	27	30	30	EDWH		
1-10	43	394	424	298	458	489	428	378	189	414	459	428	344	344	404	414		
11-20	78	34	34	35	34	37	54	14	12	12	12	12	12	12	12	12		
21-30	294	279	298	308	308	328	354	284	339	339	328	328	328	328	328	328		
31-40	10	2	8	2	4	4	2	2	2	4	2	2	2	2	2	2		
41-50	44	24	81	29	48	59	49	48	49	49	49	49	49	49	49	49		
51-60	11	4	3	2	4	5	10	1	2	2	2	2	2	2	2	2		
61-70	18	34	68	29	68	39	18	14	24	24	24	24	24	24	24	24		
71-80	6	4	2	4	2	2	2	2	2	2	2	2	2	2	2	2		
81-90	28	144	8	128	2	6	12	8	38	48		6	8	8	8	8		
91-100	88	128	84	138	34	74	84	128	144			84	114	84	84	84		
Refused	4	2	14	2	14	2	14	2	2	2	2	2	2	2	2	2		
Mean	21.2	22.0	18.3	24.9	21.6	19.6	18.8	24.1	20.9	23.5	20.8	18.4	23.4	22.4	20.2	1.4		
Standard Deviation	37.2	33.3	33.2	35.3	29.3	35.1	31.9	34.3	29.0	33.1	29.7	31.7	34.4	34.1	32.4	19.4		

TABLE 211
 8. Please call me
 College

Prepared on 27 NOV 2019

have attended, or visited each of the following within the past two years, if:

(1) 2001 Arts Festival, Oklaoma at Oklahoma City Community

	TOTAL		WHITE		BLACK		HISPANIC		ASIAN		PACIFIC ISLANDER		OTHER	
	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019
Total	302	144	144	20	110	99	222	79	52	76	61	89	92	86
WOMEN	105	105	105	105	105	105	105	105	105	105	105	105	105	105
Men	197	33	33	105	105	105	105	105	105	105	105	105	105	105
N/A	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Men	123	60	54	32	52	29	95	28	18	37	17	42	31	37
WOMEN	418	488	368	488	488	488	488	488	488	488	488	488	488	488
Men	159	73	60	57	54	58	175	58	27	33	33	45	40	38
WOMEN	108	329	448	428	544	428	444	428	444	428	428	428	428	428
Men	2	-	2	3	-	3	2	-	-	-	3	-	-	-
WOMEN	18	18	18	18	18	18	18	18	18	18	18	18	18	18

2022-23 will be of 20 have attended, or received part of the following within the past two years. (Total of 200) in District of Columbia, Washington, D.C.

Prepared on 27 April 2023

TOTAL: 200

Category	Sub-category	Value	Sub-category	Value	Sub-category	Value	Sub-category	Value	Sub-category	Value	Sub-category	Value	Sub-category	Value	Sub-category	Value	Sub-category	Value	Sub-category	Value
Total	200	272	31	138	78	127	81	104	94	94	94	94	94	94	94	94	94	94	94	94
	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008	1008
	4	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
	150	111	13	97	23	66	25	51	34	43	43	43	43	43	43	43	43	43	43	43
Not State	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

(Sign off) all patrol columns listed in the report. (Sign off) all patrol columns listed in the report. (Sign off) all patrol columns listed in the report.

TABLE 022
 by Region (col) on 11/11/11 have returned, or stated each of the following within the last two years: (Y/N) of most of their Native performance

REGIONS: 001 002 003 004 005 006 007 008 009 010 011 012 013 014 015 016 017 018 019 020 021 022 023 024 025 026 027 028 029 030 031 032 033 034 035 036 037 038 039 040 041 042 043 044 045 046 047 048 049 050 051 052 053 054 055 056 057 058 059 060 061 062 063 064 065 066 067 068 069 070 071 072 073 074 075 076 077 078 079 080 081 082 083 084 085 086 087 088 089 090 091 092 093 094 095 096 097 098 099 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 278 279 280 281 282 283 284 285 286 287 288 289 290 291 292 293 294 295 296 297 298 299 300 301 302 303 304 305 306 307 308 309 310 311 312 313 314 315 316 317 318 319 320 321 322 323 324 325 326 327 328 329 330 331 332 333 334 335 336 337 338 339 340 341 342 343 344 345 346 347 348 349 350 351 352 353 354 355 356 357 358 359 360 361 362 363 364 365 366 367 368 369 370 371 372 373 374 375 376 377 378 379 380 381 382 383 384 385 386 387 388 389 390 391 392 393 394 395 396 397 398 399 400 401 402 403 404 405 406 407 408 409 410 411 412 413 414 415 416 417 418 419 420 421 422 423 424 425 426 427 428 429 430 431 432 433 434 435 436 437 438 439 440 441 442 443 444 445 446 447 448 449 450 451 452 453 454 455 456 457 458 459 460 461 462 463 464 465 466 467 468 469 470 471 472 473 474 475 476 477 478 479 480 481 482 483 484 485 486 487 488 489 490 491 492 493 494 495 496 497 498 499 500 501 502 503 504 505 506 507 508 509 510 511 512 513 514 515 516 517 518 519 520 521 522 523 524 525 526 527 528 529 530 531 532 533 534 535 536 537 538 539 540 541 542 543 544 545 546 547 548 549 550 551 552 553 554 555 556 557 558 559 560 561 562 563 564 565 566 567 568 569 570 571 572 573 574 575 576 577 578 579 580 581 582 583 584 585 586 587 588 589 590 591 592 593 594 595 596 597 598 599 600 601 602 603 604 605 606 607 608 609 610 611 612 613 614 615 616 617 618 619 620 621 622 623 624 625 626 627 628 629 630 631 632 633 634 635 636 637 638 639 640 641 642 643 644 645 646 647 648 649 650 651 652 653 654 655 656 657 658 659 660 661 662 663 664 665 666 667 668 669 670 671 672 673 674 675 676 677 678 679 680 681 682 683 684 685 686 687 688 689 690 691 692 693 694 695 696 697 698 699 700 701 702 703 704 705 706 707 708 709 710 711 712 713 714 715 716 717 718 719 720 721 722 723 724 725 726 727 728 729 730 731 732 733 734 735 736 737 738 739 740 741 742 743 744 745 746 747 748 749 750 751 752 753 754 755 756 757 758 759 760 761 762 763 764 765 766 767 768 769 770 771 772 773 774 775 776 777 778 779 780 781 782 783 784 785 786 787 788 789 790 791 792 793 794 795 796 797 798 799 800 801 802 803 804 805 806 807 808 809 810 811 812 813 814 815 816 817 818 819 820 821 822 823 824 825 826 827 828 829 830 831 832 833 834 835 836 837 838 839 840 841 842 843 844 845 846 847 848 849 850 851 852 853 854 855 856 857 858 859 860 861 862 863 864 865 866 867 868 869 870 871 872 873 874 875 876 877 878 879 880 881 882 883 884 885 886 887 888 889 890 891 892 893 894 895 896 897 898 899 900 901 902 903 904 905 906 907 908 909 910 911 912 913 914 915 916 917 918 919 920 921 922 923 924 925 926 927 928 929 930 931 932 933 934 935 936 937 938 939 940 941 942 943 944 945 946 947 948 949 950 951 952 953 954 955 956 957 958 959 960 961 962 963 964 965 966 967 968 969 970 971 972 973 974 975 976 977 978 979 980 981 982 983 984 985 986 987 988 989 990 991 992 993 994 995 996 997 998 999 1000

TABLE 228
 a. Figures in millions of dollars unless otherwise indicated. b. Figures in millions of dollars unless otherwise indicated.

UNITED STATES DEPARTMENT OF AGRICULTURE
 OFFICE OF ECONOMIC ANALYSIS
 FOREIGN TRADE AND INVESTMENT
 EXPORTS OF UNITED STATES GOODS AND SERVICES TO THE WORLD, 1970-79

Year	1970	1971	1972	1973	1974	1975	1976	1977	1978	1979
Total	308	275	21	138	76	127	62	128	76	84
Merchandise	109	109	100	103	100	100	100	100	100	100
Services	199	166	11	35	76	27	28	28	76	84
Transportation	10	10	10	10	10	10	10	10	10	10
Travel	10	10	10	10	10	10	10	10	10	10
Insurance	10	10	10	10	10	10	10	10	10	10
Financial	10	10	10	10	10	10	10	10	10	10
Other	10	10	10	10	10	10	10	10	10	10
Government	10	10	10	10	10	10	10	10	10	10
Private	10	10	10	10	10	10	10	10	10	10
Net Exports	10	10	10	10	10	10	10	10	10	10

TABLE 027
 8. Cases shall be
 Prepared as of 27 Nov 2016
 were attached, as varied each of the following within the past five years (1991-2016) at Oklahoma City Philharmonic Society

TOTAL COMPLETION PERCENTAGE

COMPLETION PERCENTAGE	19-24	25-34	35-44	45-54	55-64	65-74	75-84	85-94	95-100	TOTAL
100%	144	156	90	110	89	222	78	32	16	88
95%	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004
90%	103	103	103	103	103	103	103	103	103	103
85%	44	44	44	44	44	44	44	44	44	44
80%	44	44	44	44	44	44	44	44	44	44
75%	44	44	44	44	44	44	44	44	44	44
70%	44	44	44	44	44	44	44	44	44	44
65%	44	44	44	44	44	44	44	44	44	44
60%	44	44	44	44	44	44	44	44	44	44
55%	44	44	44	44	44	44	44	44	44	44
50%	44	44	44	44	44	44	44	44	44	44
45%	44	44	44	44	44	44	44	44	44	44
40%	44	44	44	44	44	44	44	44	44	44
35%	44	44	44	44	44	44	44	44	44	44
30%	44	44	44	44	44	44	44	44	44	44
25%	44	44	44	44	44	44	44	44	44	44
20%	44	44	44	44	44	44	44	44	44	44
15%	44	44	44	44	44	44	44	44	44	44
10%	44	44	44	44	44	44	44	44	44	44
5%	44	44	44	44	44	44	44	44	44	44
0%	44	44	44	44	44	44	44	44	44	44
N/A										
Total	87	44	44	44	44	44	44	44	44	44
No	299	315	299	299	306	306	306	306	306	306
Not Data	114	404	728	524	718	708	688	678	658	648

(sup:03) (all:pairs) column tested NC, SF, 04, 1001, 0400

2022 Q3 Fall on if not been attended, or visited each of the following within the past ten years. (E)A, (F) BIRTH, (G) A Festival celebrating national heritage, such as the Green Festival, and Irish Festival, or Memorial Festival.

NOTE: CAT EXHIBITS CAT WITH ARTS AND FOR CORDO COMMUNITARIANISM

CHARIS INHABIT FOR THE SHELTER FOR CAT FOR 2

	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%	0%
Total	500	210	21	138	78	127	52	104	66	36	36
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N/A											
90%	140	129	7	72	40	43	24	47	48	36	36
80%	47%	48%	33%	52%	61%	50%	44%	53%	47%	40%	40%
70%	140	141	34	66	39	41	29	31	21	24	24
60%	140	141	34	66	39	41	29	31	21	24	24
50%	140	141	34	66	39	41	29	31	21	24	24
40%	140	141	34	66	39	41	29	31	21	24	24
30%	140	141	34	66	39	41	29	31	21	24	24
20%	140	141	34	66	39	41	29	31	21	24	24
10%	140	141	34	66	39	41	29	31	21	24	24
0%	140	141	34	66	39	41	29	31	21	24	24

TABLE 502
 2) The number of persons who have attended a performance in each of the following locations within the five-year period (1982-1986) ended May 31st of performance in the South Oklahoma City area

South Oklahoma City Area
 Reported as of 5/31/86

GENERAL REPORT: GAT WITH ARTS AND FOR GATSO

	1982	1983	1984	1985	1986	TOTAL
Total	301	272	21	138	78	1217
Yes	100	100	100	100	100	500
No	201	172	11	38	28	717
Not sure	9	6	1	7	5	38

TABLE 241
 2. How please tell me how attended a performance in each of the following locations within the years (1952/53-1953/54) (5) Any type of performance is

TOTAL	19-24		25-34		35-44		45-54		55+		OTHER		CROSS		SIS-428		SIS-428		SIS-428		SIS-428		SIS-428	
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
800	144	154	90	110	89	222	78	32	76	51	88	79	90	48	43									
2004	1024	1004	1024	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004
4	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)
N/A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
788	144	154	89	110	88	222	78	32	76	51	88	79	90	48	43									
804	144	154	89	110	88	222	78	32	76	51	88	79	90	48	43									
80	39	51	23	30	37	85	25	27	20	13	18	18	25	14	5									
304	274	334	274	334	274	334	274	334	274	334	274	334	274	334	274	334	274	334	274	334	274	334	274	334
2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	

(1952-53) (All prices include a certain % of the total, 1952-53)
 Note: Percentages have been printed as %.

TABLE 143
 A. M. Case 641
 another part of the M
 years. (143) (not 2008) 6) Any type of performance is

Prepared on 27 NOV 2018

TOTAL COMMISSIONERS' COMPENSATION BY YEAR AND TYPE OF PERFORMANCE

TOTAL	19-24		25-34		35-44		45-54		55-64		65-74		75-84		85-94		95-104		
	COMPS	PERF	COMPS	PERF	COMPS	PERF	COMPS	PERF	COMPS	PERF	COMPS	PERF	COMPS	PERF	COMPS	PERF	COMPS	PERF	
2004	244	156	30	113	99	222	78	52	78	51	68	99	60	99	60	99	60	99	60
2005	202	109	109	109	109	109	109	109	109	109	109	109	109	109	109	109	109	109	109
2006	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2007	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2008	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2009	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2010	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2011	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2012	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2013	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2014	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2015	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2016	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2017	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2018	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2019	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2020	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2021	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2022	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2023	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2024	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2025	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2026	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2027	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2028	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2029	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
2030	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101	101

DATE: 11/27/2008
 * You have attended a performance in each of the following languages within the past 12 months (YES/NO/NOT SURE) via any type of performance in another part of the world.

Prepared on 27 NOV 2008

TOTAL: 4447 IMPACTS - CAT WITH AREA - END: 838 CENTER -

CHARACTER	NOT SURE	NO	YES	NOT SURE	NO	YES	NOT SURE	NO	YES	NOT SURE	NO	YES	NOT SURE	NO	YES	NOT SURE	NO	YES	NOT SURE
FRANC	200	270	271	138	78	127	52	108	56	56	56	56	56	56	56	56	56	56	56
SPAN	1208	1208	1208	1208	1208	1208	1208	1208	1208	1208	1208	1208	1208	1208	1208	1208	1208	1208	1208
W/A	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NO	127	122	5	51	420	662	11	43	37	47	47	47	47	47	47	47	47	47	47
NOT SURE	4	29	-	19	49	28	-	24	-	24	-	24	-	24	-	24	-	24	-

TABLE 001
 2. How please tell
 Chicago in Midwest

Prepared on 07 SEP 2008

You have attended a performance in each of the following locations within the past year. (STATISTICS ARE NOT A PERFORMANCE AT THIS DATE)

	TOTAL		18-24		25-34		35-44		45-54		55+		WHITE		BLACK		HISPANIC		OTHER		
	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	
Total	144	156	80	110	99	222	78	122	74	111	88	99	80	68	47						
Yes	104	108	60	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No	40	48	20	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not sure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

NOTE: Percentages may not sum to 100% due to rounding.

TABLE 2-3
 a. How Many...
 Prepared on 27 NOV 2016

	TOTAL		WHITE		BLACK		HISPANIC		ASIAN		PACIFIC ISLANDER		OTHER	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Total	302	100	144	48	112	37	78	26	31	10	10	10	10	10
Male	176	58	82	46	62	35	42	14	15	5	5	5	5	5
Female	126	42	62	49	50	40	36	16	16	5	5	5	5	5
Hispanic	78	26	31	39	27	24	24	31	31	31	31	31	31	31
Asian	31	10	10	10	10	10	10	10	10	10	10	10	10	10
Pacific Islander	10	3	5	4	5	4	5	5	5	5	5	5	5	5
Other	10	3	5	4	5	4	5	5	5	5	5	5	5	5
Not Here	10	3	5	4	5	4	5	5	5	5	5	5	5	5

(page 25) (all pairs) column tested for, OR, 10%, when
 value percentage less than 0.5 printed as *

TABLE 27
 10. What is the reason for not attending more arts related events. Like concerts, plays, or festivals? (Do not read list. Carry to relevant.)

REASON	TOTAL														
	18-34	35-44	45-54	55-64	65-74	75-84	85-94	95-104	105-114	115-124					
Not enough time	96	48	47	43	25	24	22	11	17	17	21	26	31	22	12
Cost of the events	324	324	318	304	306	324	324	288	214	264	324	264	264	384	284
Not aware of them/Don't have about	42	20	22	12	17	13	28	14	5	9	6	14	12	11	8
Location of the event/Don't know	30	24	24	11	13	14	24	14	8	11	9	8	12	10	5
Don't like to attend that type of events (other specialty)	34	20	14	10	8	14	22	12	8	4	6	10	14	8	8
Don't know	17	10	7	4	7	6	12	5	3	3	4	5	7	10	3
AGE	35	15	20	130	6	160	20	4	10	2	13	7	10	6	12
REALTY	124	104	114	144	14	144	44	44	44	44	44	44	44	44	44
MARKET	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
TYPE OF EVENT	4	2	1	1	1	2	2	2	2	2	2	1	1	2	2
NUMBER OF EVENTS	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

(Note: All percentages column total 100%. If percentages less than 0.5 printed as 0.)

TABLE OF CONTENTS
 1. What is the priority service sampling you from standing water with trapped water, like concrete pattern or of fecal coliform (DO NOT READ LIST) (ADDITIONAL IF NECESSARY)

APR 2000/01/02/03/04
 Requested on 27 Nov 2004

STATION	CHARACTER	MALE	FEMALE	18-24	25-34	35+	WRITE	ORIGIN	ADDITION	EST-EST	EST-EST	EST-EST	EST-EST	EST-EST	EST-EST	EST-EST	EST-EST	EST-EST	EST-EST
NOT A LOT STRENGTH	1	-	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
DO NOT KNOW A LOT	1	-	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
ABOUT KNOW THEY ARE	1	-	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
NOT INTERESTED	2	2	1	2	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1
STIMUL NUMBER	1	-	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Page 01
 Note: Percentage less than 2.5 printed as *

TABLE 019
14. What is the pr...

Prepared on 07 SEP 2009

Series based on the event... (DO NOT READ LEFT COLUMN IF NECESSARY)

TOTAL: 100% (1000) ...

	100%	27%	21%	13%	7%	12%	12%	10%	10%	9%	9%
TOTAL	1000	270	210	130	70	120	120	100	100	90	90
Not enough time	25	41	3	402	15	27	15	35	29	33	
Cost of the events	24	31	5	20	12	22	8	13	14	9	
Not aware of them/Don't have direct	42	42	-	14	200	60	5	15	12	14	
Location of the events/Not enough time to	17	13	7	13	12	22	2	17	11	10	
Don't like to attend that type of events	24	24	88	17	5	4	132	13	11	12	
Other (Specify)	17	13	7	9	3	7	3	5	5	7	
Don't know	35	21	7	14	11	12	7	10	12	13	
AGE	17	11	14	12	14	19	19	13	19	13	
SEX	1	1	1	1	1	1	1	1	1	1	
RELIGION	1	1	1	1	1	1	1	1	1	1	
ETHNICITY	1	1	1	1	1	1	1	1	1	1	
EDUCATION	1	1	1	1	1	1	1	1	1	1	
CHOOSE OTHER (PLEASE DO NOT WRITE LINE THAT TYPE OF OTHER)	2	1	1	1	1	1	1	1	1	1	

Note: Percentages less than 0.5 printed as 0.

TOTAL 004 CONTINUED
 10. What is the primary reason leading you from attending more arts related events. Use concrete parties as an example. Do not show list. (Select 1 or 2 answers.)

TOTAL: 004
 CONDUCT: 004
 RESPONDENT NOT IN SAMPLE NOT SAT FOR 1 NOT 2 OTHER MID NONE

NOT A LOT OF TIME	1	2	3	4	5	6	7	8	9	10
DO NOT KNOW A LOT ABOUT THESE THINGS ARE	1	1	1	1	1	1	1	1	1	1
NOT INTERESTED	1	1	1	1	1	1	1	1	1	1
OTHER REASONS	1	1	1	1	1	1	1	1	1	1

(PAGE 001) ALL PRINTED COLUMNS LISTED IN THE FILE LIST
 Note: Percentages may show 0.0 percent as 0.